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German Trade Fairs

A Handbook for American Exhibitors and Exporters

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GERMAN TRADE FAIRS

A Handbook

for

American Exhibitors and Exporters

Prepared by the
U.S. and Foreign Commercial Service
(USFCS)
American Embassy, Bonn
Federal Republic of
Germany

U.S. Department of Commerce
International Trade Administration
May 1986

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TABLE OF CONTENTS

INTRODUCTION iv

PART ONE: PRACTICAL TIPS FOR AMERICAN EXHIBITORS AND EXPORTERS

Chapter I. Why Exhibit at a German Trade Fair 2
Chapter II. Steps to be Taken Before Leaving the United States.. 5
Chapter III. The Days Before the Fair 16
Chapter IV. The Beginning and Middle Days of a German Fair..... 22
Chapter V. How to End the Fair 31
Chapter VI. Following Up After Returning to the United States 37
Chapter VII. Seven Common Mistakes: A Review 42

PART TWO: BACKGROUND INFORMATION ON GERMAN TRADE FAIRS

Chapter VIII. Common Features of German Fairs 48
Chapter IX. Thumbnail Sketches of Leading German Trade Fairs (and limited projected schedules)..... 54

1. Berlin (West)..... 55
2. Cologne 57
3. Dusseldorf 60
4. Essen 62
5. Frankfurt 64
6. Hamburg 67
7. Hanover 69
8. Munich 71
9. Nuernberg 74
10. Pirmasens 76
11. Stuttgart 78

Chapter X. History and Future of German Trade Fairs 80

APPENDICES

A. List of Foreign Commercial Service Offices in the Federal Republic of Germany and West Berlin..... 84

B. Department of Commerce U.S. and Foreign Commercial Service District Offices in the United States..... 86

C. Selected German Associations of Interest to American Exhibitors and Exporters..... 88

INTRODUCTION

This book was prepared for American business interests having little or no experience in exporting or exhibiting at a German trade fair. The first seven chapters explain how German fairs can help expand U.S. exports through a proven step-by-step approach to a first appearance in a German fair. The second half of the book (Chapters VIII-X) provides historical and other background information on German trade fairs in general, as well as brief synopses of 11 leading German trade fair organizations and a limited listing of the major trade events sponsored by them.

The material in each chapter has been reviewed by members of German trade fair organizations, by numerous authorities on trade fairs in the Federal Republic of Germany, and by commercial officers and staff members of the U.S. and Foreign Commercial Service posts in the Federal Republic of Germany and West Berlin. Nevertheless, if errors are detected in the text, it would be appreciated if they would be called to the attention of the Office of the Commercial Counselor at the American Embassy in Bonn.

This book, except for the historical portions in Chapter X, is about trade fairs in the Western sectors of Berlin and in the Federal Republic of Germany (frequently but less correctly referred to as "West Germany"). Therefore, unless otherwise qualified, "German" in this book refers to the Federal Republic of Germany and West Berlin. However, there are also opportunities for American exporters to participate in trade fairs in Leipzig and elsewhere in the German Democratic Republic (frequently but less correctly referred to as "East Germany"). U.S. business representatives seeking information on trade fairs in the German Democratic Republic should consult either the German Democratic Republic Desk, East Europe Division, U.S. Department of Commerce, Washington, D.C. 20230, phone: (202) 377-2645; or the Embassy of the German Democratic Republic, 1717 Massachusetts Avenue, N.W., Washington, D.C. 20036, phone: (202) 232-3134.

PART ONE

PRACTICAL TIPS
FOR
AMERICAN EXHIBITORS AND EXPORTERS

CHAPTER I

WHY EXHIBIT AT A GERMAN TRADE FAIR?

ANSWER: It can bring you direct sales, but more significantly, it is one of the least expensive ways to test the market receptivity of your product and assess the strength and scope of your competition. It also brings you into contact with others "in the trade" and from these contacts, you can gather a great deal of valuable information about marketing your product in Germany.

Selling in foreign markets must be tailored to each country. Methods used to sell in one country may not necessarily be suitable for another. In the Federal Republic of Germany far more than in the United States, both buying and selling are directly related to trade fairs. German international fairs are deliberately scheduled to fit Western European buying cycles. This makes them effective selling events. Moreover German fair organizers spend vast sums to draw key buyers and decision-makers to their fairs. These two facts guarantee the presence at German fairs of an extraordinary number of international buyers ready to purchase quality goods which an American manufacturer has to offer. German international fairs can be your company's key to German, European and even Asian, Middle Eastern, and Latin American markets. Whether you seek direct sales, an agent, a distributor, or just marketing information, a German fair can be the most cost-effective place to begin to market your product in Europe. Many experienced Americans believe as a rule of thumb that 3 days of exhibiting in a German international trade fair can equal or surpass 3 months spent traveling within Western Europe, calling on individual contacts and targeted potential clients.

Why are Trade Fairs so Important in Germany?

Comparable trade events in the United States that attract hundreds of exhibitors, draw thousands of exhibitors in West Germany, and many more thousands of visitors. Why? The reasons are partly historical and partly developmental. For centuries, Germany has been at the cross-roads of the worlds major trading arteries. Generally, non-German visitors to many of the German international fairs make up between 30 and 60 percent of the total. The careful timing of a German fair plus the efforts of its organizers to promote the fair worldwide ensure that an international group of buyers and potential agent/distributors will be on hand at the fair ready for you and your products. Visitors to German fairs are there to buy, to assess and to make deals. The highest rated professional buyers, agents and distributors in Europe come looking for products with good sales potential. If they find what they are looking for on display in your stand, they will lose no time in vying for your attention. Exhibiting in Germany can open up more markets than you thought possible.

German Fairs are Sources of Information

A German trade fair serves both exhibitors and buyers as a window to a particular industry. At a fair, both buyers and sellers can observe, compare, test, and discuss the state of the market, the state of the competition and the state of the art that will set the trends for the future. Whether you are exhibiting or just visiting, a German trade fair allows you to gain an informed market impression about your industry in a compressed period of time. You can study prices, style, design, color, technological features and gain new promotional ideas as well as learn some of the pitfalls of various overseas markets. While you learn from the competition, your product is receiving comparatively inexpensive exposure to a large number of buyers from many countries, as well as agents and distributors who can help you achieve a sustained export market.

Personal Contacts at the Fair

A German fair is a magnet drawing together all the components of a market. Exhibitors, manufacturers, buyers, agents, distributors, wholesalers, retailers, importers, end-users, the trade and professional press, and relevant trade associations are all there for you to see, to meet and to target for future contacts or potential sales.

On-the-Spot U.S. Government Assistance to American Exhibitors

If you plan to exhibit in Germany for the first time, help is on hand. The U.S. and Foreign Commercial Service (USFCS) at the American Embassy in Bonn, or any one of the six other U.S. and Foreign Commercial Service posts in West Germany, is available to help you find business contacts and gather information on marketing methods, trends, the state of a particular industry or general economic conditions, or to do background checks on your potential trading partners. Often the USFCS operates a Business Information Office ("BIO") at the trade event you may be visiting, and will therefore have staff available on the site to help all U.S. exhibitors and other American business interests with their export efforts. A complete listing of USFCS offices in West Germany and West Berlin appears at the end of this booklet in Appendix A.

Success Stories

The United States Department of Commerce could fill a thick book with testimonials from American companies which have successfully exhibited at German fairs. Is it because the assistance provided by the USFCS is so effective? Well, the FCS in Germany would like to think so, and in fact, can take a great deal of credit for the successes experienced by many

U.S. manufacturers exhibiting at German trade fairs. However, one can simply not escape the fact that German trade fairs enormously accelerate the pace of trade and therefore, U.S. exhibitors with competitive products are likely to experience both short term (immediate sales) and long term (sustained export activity) success.

If such success interests you and your company, read on and learn more about a workable, proven step-by-step approach to profitable participation at a German trade fair.

CHAPTER II

STEPS TO TAKE ONCE YOU DECIDE TO EXHIBIT IN A GERMAN TRADE FAIR

This chapter and the five which follow make up the practical side of this handbook. Each chapter presents a different stage in a proven step-by-step sequence taking you from the initial decision to exhibit in a German fair through the final period of following up in Europe and in the United States.

Chapter II covers the period immediately after you decide to exhibit. There are four main tips on how to use this time:

(1) Contact and work with the U.S. Department of Commerce;

(2) Write to the German trade fair authority or contact its representative in the United States;

(3) Write out a marketing strategy for your appearance at a German trade fair; and

(4) Study the German technical or safety standards with which your product must comply.

Let us assume that you and your firm have just made the decision to explore the opportunities for exhibiting your product at a German fair You have visited or taken part in one or more American trade fairs but have not sold your products in Europe and have never visited a German trade fair. Ideally, you will reach your decision to exhibit at least 9 to 12 months prior to the opening of the fair.

STEP ONE: Contact the U.S. Department of Commerce

The U.S. Department of Commerce has offices in nearly every state, covering every commercially signifcant area throughout the United States. A complete list appears in Appendix B. Look up the district office nearest you and speak with one of the international trade specialists about your evolving plans to exhibit. The German Desk Officer, Western Europe Division, IEP/ITA, Department of Commerce, Washington D.C. 20230, Telephone 202-377-2434, can also be consulted about export opportunities in Germany or about taking part in a German trade fair.

The first question you want to discuss with the Department of Commerce representative is which German trade fair would be appropriate for your product. While some German fairs may embrace a number of product categories to be displayed, most are highly specialized. A Department of Commerce trade specialist can assist you in obtaining guidance on this and a variety of questions about which German fair would be the best marketing vehicle for your area of interest. You can often obtain a summary industry sector analysis report covering the market for your product in Germany, as well as a briefing on the wide range of U.S. Government export promotion services and materials available, and information on whether an official U.S. Government sponsored or "certified" presence is scheduled at the fair of interest to you.

There are nearly a hundred German international trade fairs each year of interest to U.S. exporters. Official U.S. Government-sponsored or certified participation may be available in a number of them.

STEP TWO: Write to the German Trade Fair Authority or Contact its Representative in the United States

After you have determined in consultations with the U.S. Department of Commerce, which German trade fair is best suited to you, it is time to contact the trade fair authority, most of which have representatives in the United States. The role of the German fair authorities is discussed in Chapter VIII, "Common Features of German Fairs." If the authority for the German fair of interest to you has an office or representative in the United States, you would do well to deal directly with them (see Chapter IX for listing). This step will not be necessary for those U.S. firms participating in an officially U.S. Government-sponsored or certified presence at the fair in question. However, for all others exhibiting independently, this contact step is a must.

As explained in Chapter VIII, there is generally one officer within each fair authority assigned responsibility for the particular fair. Your correspondence or inquiries should be addressed to and will normally be answered by this officer. The following sample letter, taking the Cologne Fair Authority as a random example, covers all the points you need to touch upon. It is not really necessary for you to go into as much detail as presented below since the Fair Authority's information kit, which will be sent in reply to your inquiry, will automatically cover most of the issues. However, the draft letter does present all the major points you should keep in mind.

SAMPLE LETTER TO A GERMAN TRADE FAIR ORGANIZATION

Cologne Trade Fairs and
Exhibitions, Limited
(Messe- und Ausstellungs-
Gesellschaft mbH Koeln)
Postfach 210760
D-5000 Koeln 21
Germany

or

Mr. Hans. J. Teetz
Manager
Trade Fairs Department
German American Chamber
of Commerce
666 Fifth Avenue
New York, N.Y. 10103

Dear Sir or Madam: (or Dear Mr. Teetz:)

My firm is considering exhibiting our decorative panels in the May 10-14, 1985 INTERZUM Fair in Cologne. Since this is the first time we would be exhibiting in a German (European) trade fair, I would be pleased to have any suggestions or advice you care to offer.

Our preliminary estimate is that we will require roughly 160 square feet (4 X 4 meters) of exhibit space. However, any suggestions you may have about both the size and ideal location of a booth, as well as advice on other relevant matters would be welcomed.

Specifically, I would appreciate your advice on the following:

1. Could you please provide me with a plan that indicates which hall and precisely where in that hall our exhibition space would be located?

2. Can you provide prefabricated shell exhibit stands?

3. Could you please supply me with the names of private, local contractors who are capable of constructing an exhibit booth for my firm?

4. Could you also send me the names of firms from whom I can rent chairs, furniture or other equipment I might need in my booth, including audio-visual equipment?

5. My firm will have to hire an interpreter. Could you please supply me with lists of qualified interpreters, well in advance of the fair, so that I may provide the interpreter selected with background materials? Also, please indicate the current fee per day paid to interpreters working at the fair.

6. It will be necessary for us to have our promotional brochures translated into German and French. Can you please supply me with a list of firms qualified to perform this service and also indicate the charge normally assessed for such services?

7. Is there a local freight forwarder whom you especially recommend?

8. I understand that it is extremely difficult to obtain hotel accommodations for the duration of the fair. Can your office help us with hotel reservations or, perhaps supply me with a list of hotels in the area, along with their phone numbers?

Finally, please let me know the name of the officer in your organization who would be my contact with respect to possible participation at your fair. I would be grateful if that person would kindly provide me with any available background materials on the fair, including the results of previous fairs and a general indication of what steps your office takes in order to ensure that qualified buyers or potential agents for our products will be present at the event.

Thank you very much for your cooperation and assistance. I look forward to hearing from you.

Sincerely,
Name
Title
Mailing Address
Telephone
Telex

Normally, within 2 or 3 weeks of mailing your letter, you will receive a written reply in English. The fair authority's response will also contain a standard information kit in English containing application forms and answers to the most frequently asked questions. Keep a close eye on the fair authority's written deadline for your final binding commitments to rent space. Many German fairs commit 90 percent or more of their exhibit space to steady customers years in advance. To delay your application too long may, therefore, mean either no exhibit space at all or space in a less desirable location. You should also pay close attention to all terms of the participation contract. These terms are clear but very detailed, and disputes may arise if you ignore any of the exhibitors obligations.

Try to nail down the best available space: for example, a booth located close to main entrances and at intersections of main aisles. Acquire as early in the negotiations as possible a layout map of the exhibit and a clear official indication of the exact location of the space being offered to you. For some German fairs, you have to expect to pay premium prices for premium locations. Often, a deposit equivalent to 25 percent of stand rental costs must be paid at the time you submit your application for space. The balance is normally due one month before the fair opens. The terms vary, however, from one fair authority to another, so study your contract carefully.

Space is normally sold out well in advance of the fair. But that consideration alone should not prevent you from filing a late application if that should be necessary. American exhibitors have been known to find space as late as one day before the fair opens -- due to someone else's cancellation. To exhibit, even at the last minute, is almost always a

better alternative than not to exhibit, assuming you can get your equipment shipped in time. Still, there are serious disadvantages for the firm making a last-minute commitment to a fair. You risk your product and your firm's name not appearing in the official fair catalog -- a document taken very seriously by most German and other international buyers in drawing up their schedule of visits to individual stands.

What are the major costs involved in a fair participation?

Stand rental
Construction and setting up of stand
Utilities (water, telephone, electrical lines)
Round trip travel costs from the United States to the fair
Lodging
Shipping the exhibits and equipment (including insurance costs)
Printing/translating/advertising
Public relations
Local support personnel (interpreters, extra night watchmen, etc.)

Your total budget will depend upon these factors, the size and weight of products exhibited and whether your space is of modest dimensions in an average location. For aircraft, massive construction equipment, and the like, freight and other related costs would obviously be much higher.

What you spend on a German fair also depends on how many people you bring from the United States and whether, in addition to the ordinary publicity which any German fair routinely generates for all its exhibitors, you also hire outside public relations and advertising firms. This would be a rare step for most American exhibitors although there are some highly integrated product sectors which might occasionally justify such an expense.

STEP THREE: Construct and Follow a Marketing Strategy

While you consult with the U.S. Department of Commerce and the German fair authorities, you should also be shaping and refining your "game plan" or those special tactics designed to make your fair appearance an organic part of your firm's overall international marketing strategy. Here are some considerations to build into your trade fair marketing strategy.

GOALS

No two American firms exhibit in German fairs for exactly the same reason. What, precisely, are your company's goals?

1. IMMEDIATE SALES

Are you trying to sell $X worth of goods off the floor at the fair?

2. LONG RANGE SALES

Do you intend to set in motion an effort for follow-up sales worth $X in the year(s) following the fair?

3. FINDING AN AGENT OR DISTRIBUTOR

Is your main goal not so much off the floor sales to end-users or retailers but to find a good German or European agent, distributor, or representative for your products? How vital is it to you to identify this person or firm during the fair? If not during the fair, how soon after the fair should this be done to fit into your overseas marketing strategy? Remember that you can get a head start on searching for an agent by using the U.S. Department of Commerce's Agent/Distributor Service (ADS), available from the U.S. Department of Commerce District Office located nearest to you. For best results however, give yourself - and the Department of Commerce - plenty of lead time before the fair.

4. FACT FINDING

If you are unfamiliar with the European market, a good reason for going to a German fair would be simply to observe and learn from your international competition. Is the Italian company across the aisle getting twice the number of visitors you are? Why? There is nothing like a fair for getting a quick perception of leading trends in prices and styles and new developments, particularly technological innovations.

Of course, it is not absolutely necessary for you to exhibit in a fair. A carefully planned visit to a fair in lieu of exhibiting may be what is best for your export expansion plans at this time. With clear goals in mind, you can later compare your projected costs with the results intended. Without such clear, though necessarily fluid goals, it is difficult to ask yourself during the fair: "How am I doing?" At some point you will no doubt want to write an assessment or report to your company management. Initial planning, put in writing if possible, will make your final report that much easier to prepare.

STEP FOUR: Find Out Whether Your Product Complies With German Technical or Safety Standards

Germany is well-known for its insistence by law and custom that capital and many consumer goods sold in the German market conform to applicable safety and technical standards. Compliance with German and international safety standards is legally required for a large range of electrical, mechanical, and certain non-mechanical industrial products. The most important German legislation in this field is the Law on Machinery and Technical Equipment or, for short, the Equipment Safety Law.

The German Government has authorized more than 30 Germany-based testing organizations to determine whether products comply with applicable specifications. In some cases, the jurisdictions of various testing organizations overlap. This means that an American manufacturer wishing to sell in the German market sometimes has a choice between competing organizations to test his product for compliance. If the product passes the test, the testing organization affixes a sticker to the product indicating compliance with the standards. German consumers have become so accustomed to seeing these seals of approval on their favorite products that they are not likely to buy products which lack them, even if a certain minimum standard is not mandated by law.

Usually, an American is permitted to exhibit his or her product in a German fair even before the products have been inspected for compliance with specifications. But the exhibitor should not be surprised if authorities require to be prominently displayed on the stand, a statement that the products in question "are only for export to countries outside the Federal Republic of Germany and Berlin (West)," because the products have not yet formally been certified as meeting German standards and may not, in some cases, be legally sold in Germany. A willingness to work hard at helping an American manufacturer bring his products into compliance with German law or customs on standards is the mark of a good local representative -- the type you may hope to find through exhibiting at a German fair.

An American thinking of exhibiting in a German trade fair needs to know three things about standards:

(1) Is my product subject to legal safety requirements? If so, which ones?
(2) If not, what are the non-mandatory standards for my product which many Germans take for granted?
(3) Which organizations are legally empowered to certify whether my product meets applicable standards?

Inquiries about compliance with German safety requirements and other technical standards and also about authorized testing organizations, should be directed to one of the following German entities:

Deutsches Informationszentrum fuer
technische Regeln ("DITR") im DIN
Burggrafenstr. 4-10
D-1000 Berlin 30

Phone: (030) 2601-600
Telex: 185269

Hauptverband der gewerblichen
Berufsgenossenschaften
Langwartweg 103
Postfach 150140
D-5300 Bonn 1

Phone: (0228) 5491
Telex: 886628

Vereinigung der Technischen Ueberwachungsvereine
e.V. (TUEV)
Kurfuerstenstrasse 56
D-4300 Essen

Phone: (0201) 81110
Telex: 857831

VDE-Verlag GmbH
Bismarckstrasse 33
D-1000 Berlin 12

Phone: (030) 3480010
Telex: 181683

Hauptverband der gewerblichen
Berufsgenossenschaften
Lindenstrasse 78-80
D-5205 St. Augustin 2

Phone: (02241) 23101
Telex: 886628

Verband Deutscher Maschinen-
und Anlagenbau e.V. (VDMA)
Normenausschuss Maschinenbau
Fachbereich Foerdertechnik
Postfach 710864
D-6000 Frankfurt 71

Phone: (069) 66030
Telex: 411321

Some types of merchandise are also subject to specialized safety codes and other technical requirements in addition to the DIN standards, such as safety standards for electrical goods or for gas-fired equipment. The U.S. manufacturer exporting machinery, tools, household applicances, sporting equipment, toys, etc. must observe the present German recognized rules of engineering with regard to safety, or produce or sell articles which reflect the same level of safety. Inquiries concerning safety requirements for such goods should be directed to:

Federal Institute for Work and Safety
and Accident Prevention in Dortmund
Bundesanstalt fuer Arbeitsschutz und
Unfallforschung
Postfach 17 02 02
D-4600 Dortmund-Dorstfeld

or, if DIN standards are involved:

Commission on Safety (Kommission,
Sicherheitstechnik) at the German
Standards Association
Burggrafenstr. 4-7
D-1000 Berlin 30

Once it is determined which standards apply, the texts of many product standards -- both mandatory and customary -- can then be obtained in the United States from:

1. DIN-Standards

Heyden & Son Inc.
247 South 41st Street
Philadelphia, Pennsylvania 19104

Phone: (215) 382-6673

American National Standards Institute
1430 Broadway
New York, New York 10018

Phone: (212) 354-3300

2. TUEV - Representative Offices

TUEV - Rheinland
of North America
108 Mill Plain Rd.
Danbury,CT 06811

Phone: (203) 798-0811
Telex: 4990573

TUEV - Rheinland
of North America Inc.
California Office
551 Cambrian Way
San Ramon, CA 94583

Phone: (415) 820-8467
Telex: 8211354

Conclusion

This chapter has covered four basic steps on what to do once you decide to exhibit in a German trade fair. There are, of course, other sources of advice and information you may want to draw upon -- including your own state's economic development office. Sometimes, individual states and cities organize their own group exhibits at German fairs. Many American and German branch banks can also give you up-to-date background information on the German market for your product. Your trade or manufacturer's association may be supporting a U.S. presence at the fair you are interested in and therefore can also be a source of useful information.

Some American cities host chapters of the German-American Chamber of Commerce. These Chambers are partially supported by the German Government and are designed to promote two-way trade between Germany and the United States. The headquarters are:

German-American Chamber of Commerce
666 Fifth Avenue
New York, New York 10103

Phone: (212) 974-8830
Telex: 234209
Cable: Geramecham New York

This Chamber is also the official representative in the United States of some of the German fair organizations (See Chapter IX).

The following is a summarized check-list of this chapter:

CHECKLIST: CHAPTER II "STEPS TO TAKE ONCE YOU DECIDE TO EXHIBIT IN A GERMAN TRADE FAIR"

A. Telephone or write the U.S. Department of Commerce

1. Ask for background information on the German economy, and on "your" fair;
2. Determine whether or not there will be an official or certified U.S. pavilion at the fair;
3. If you want to appoint a European representative, initiate the Agent/Distributor Service (ADS) through the U.S. Department of Commerce District Office nearest you.

B. Contact the German Fair Authority

4. Write 12-18 months before the show opening;
5. Try for good space;
6. Identify in advance potential interpreters to work in booth ;
7. Reserve lodgings;
8. Contact a public relations firm if needed.
9. Arrange advertising if needed.

C. Develop your game plan for this fair

10. Identify your concrete goal or goals:
    a. on-the-spot sales? how much? how much in sales are expected in the year(s) following the event?
    b. agent/distributor?
    c. price/style/technology/trend information?
    d. other?

11. Does my budget fit my goals?

D. Look into Standards

12. Determine whether your product must meet German safety or performance standards;
13. Identify and work with an authorized German testing organization.

E. Miscellaneous

14. Contact a U.S. or German bank with strong German-U.S. commercial ties and arrange for transfer of funds, a letter of credit, etc;
15. Have your product literature translated into German (and possibly other languages, depending on the event and your goals);
16. Line up a U.S.-based, experienced freight forwarder.

CHAPTER III

THE DAYS BEFORE THE FAIR

The "Fasten Seat Belt" and "No Smoking" signs are lit up. Your jet rolls down the runway and you are on your way to exhibit in your first German fair. The odds are good you are not coming directly from vacation. Very likely you worked in your office until a few minutes before dashing for the airport.

Experienced American exhibitors have told of the fatigue they feel at this time and of their understandable temptation simply to catch up on sleep or take it easy from wheels up until the fair opens. More experienced exhibitors know, however, that relaxing too soon can be a costly mistake.

This chapter is about how to use your time both en route to West Germany and in Germany before the fair begins.

Experience teaches that only an arrival at least three nights before the opening of the fair insulates an exhibitor against nasty surprises, or a least assures ample time to react to them if they do occur.

Using Flight Time Between the United States and Europe

Use some of the 6 to 12 hours flight time to Europe to think through once again your goals and to anticipate any possible problems awaiting you upon your arrival in the Federal Republic of Germany. Mentally block out your time between arrival in Europe and the beginning of the fair. Review in flight the steps you will need to take shortly after arrival in Europe. Unless you already have an experienced agent or representative in West Germany, you will not be able to sit back and do no more than show up at the fair the day it opens. After an hour of thinking through your approach for the next few days, forget about the fair for a while and relax.

On Arrival at an International Airport in Germany

Frankfurt International Airport will probably be your arrival point in West Germany. From Frankfurt, you will travel by train, or plane, or rented car to your next destination. You may have 2 to 3 hours waiting time available at the German airport, in which case there are a couple of things you might do.

First, nail down your ongoing or homeward air transportation plans after the fair. A common but risky travel arrangement is for American business representatives to have purchased in the United States an open ticket for their return flight. Even if you cannot yet be sure exactly when you want to return home, it is not a bad idea to book a convenient return flight right now for, say, 2 to 3 days after the fair. Such a reservation can always be cancelled later if not needed. At the end of the fair, thousands of people attempt to leave Germany and if they all telephone to reserve only a few hours ahead of time, many will find the flights completely booked.

There are probably some telephone calls as well that can usefully be made from the airport. For instance, it does no harm to telephone ahead to your hotel to reconfirm a room or advise of a later-than-expected arrival since the demand for hotel rooms during German fairs is extremely heavy and many hotels will not hold a reservation beyond 6:00 pm unless otherwise notified. Other phone calls could include: (a) to your local representative in Germany (if your company has one); and (b) to the German temporary-hire stand assistant who was (ideally) selected before you left the States. This last call could set up a later meeting between you and your assistant in the fair city on the day before the fair begins.

While waiting at the airport, you might well convert enough dollars to German marks to pay for anticipated expenses during the next couple of days. It is also a good idea to go to a magazine stand and purchase a map of the trade fair city. Such maps will usually show the main bus lines. Locate on the map your hotel, the fairgrounds, and other points of interest to you.

From Arrival in the Trade Fair City Through the Day Before the Fair

On arrival in the German trade fair city, you will normally take a taxi from the airport or train station to your hotel. In some cases, airport buses also travel directly to the hotel. If the airport is some distance outside the city, it is prudent to ask the taxi driver before making the trip roughly what the cost will be. A charge of $20 to $25 would not be unusual. The drivers will of course expect payment in German marks. Airport buses to the city center normally cost between $2.00 and $5.00. Heavy tipping is not customary in West Germany.

Ideally, you have arrived at your hotel 3 nights (i.e., 2 full days) before the opening of the fair. The best thing to do in the afternoon or evening of the day of arrival may be simply to relax and try to overcome the effects of your flight. The next morning, however, telephone the freight forwarder at the fairgrounds. Your main goals are to make sure that your goods have arrived and to firm up arrangements with the freight forwarder for their transportation to the stand. You should be present at the stand when the goods are delivered. Examine the packages for signs of external damage in the presence of the freight forwarder before the goods are unpacked. You should personally supervise the unpacking, particularly if the goods are sensitive or fragile. If anything is missing or damaged, notify the freight forwarder immediately

and fill out the necessary insurance papers. If the freight forwarder cannot be on hand with you to confirm the status of damaged goods, then a third party witness (willing if necessary to testify at some later date), should be present.

The second thing to do 2 days before the fair is to contact your German stand assistant or interpreter. If at all possible, do not wait until the opening day of the fair for your first face-to-face meeting with this key person. If the stand assistant's telephone number and address are not yet known and if this assistant has been hired through the trade fair organization, then obtain this information from the trade fair headquarters. The day before the fair opens, meet with your stand assistant/interpreter -- preferably at the fairgrounds and in the presence of the objects with which you both will work. Take an hour or two to familiarize him or her with your product, its prices, its intricacies and with the background history of your company. If selected for you by the trade fair authorities, the stand assistant could be a vacationing or moonlighting university student with limited technical and selling experience. Therefore, the more time you spend with this person before the fair, the better. This early meeting will give him or her time later that day to look up and practice some of the technical vocabulary needed to explain the product. You must reach or reconfirm a clear understanding during this initial meeting on the fee you will pay for their service. In addition, try to put yourself into the position of a prospective European or Asian buyer not familiar with your product. Develop a list of five to ten key questions which such an informed foreign buyer is likely to ask. Then review these questions with your assistant and develop agreed upon responses.

Work as a stand assistant in German trade fairs is demanding, and many German companies train their staff thoroughly for such appearances. American exhibitor experience suggests that, at very busy stands, a maximum of three hours without a break is the longest period of time during which an assistant can be completely effective. You would therefore be wise to make arrangements for occasional breaks.

To repeat an earlier point: from your hotel, it is possible to phone the freight forwarder and the stand staff and make arrangements for initial meetings. You can also telephone from your hotel key buyers whom you have previously contacted in writing to re-issue an earlier invitation to visit your stand or perhaps meet for lunch or drinks during the fair. (BEWARE: Many first class, deluxe hotels in Germany charge astronomical service fees for calls placed from the hotel, especially long distance and/or international calls. Convenient pay phones are available in numerous public places including German Post offices).

A U.S. exhibitor should go in person to the fairgrounds two days before the fair begins, or certainly no later than the day before. The stand should be inspected. Does it already have installed (and in working order) the necessary electrical, water, and air connections? Have the ordered floor coverings, tables, chairs, decorations, or spotlights actually arrived and have they been installed? Only by coming early to the fairgrounds and making a critical inspection of the exhibit booth stand can an American exhibitor make any necessary adjustments without a heavy expenditure of time, money, and nervous energy.

On your first visit to the fair, hopefully at least a day before it begins, purchase a trade fair catalog -- if you have not already been sent one by the fair authorities. Find the quickest of several routes to your stand from the parking lot, taxi stand or streetcar stop; some German fairgrounds are huge. Make note of where the nearest telephones, lavatories, and restaurants are located. You should also locate the fair administration offices, the post office, the banks, the most convenient parking lot (if you rent a car to drive to and from the fairgrounds - which incidentally, is not recommended due to the heavy traffic conditions associated with such events), the freight forwarding offices, the press lounge, and the information services for exhibitors. You will also need to pick up certain entry passes for your stand personnel and your vehicle if you do drive to the fair.

Each exhibit hall has a hall inspector. This person is important, especially when things go wrong. A call by you on the hall inspector before the fair opens is therefore a good idea. The inspector can locate tools. He can also arrange for electricians, carpenters or other specialists to meet your needs as they arise.

After you have supervised the unpacking of your goods and are generally satisfied with the condition of your stand, take personal charge of laying out your exhibits to their best possible advantage within the space allotted. For electrical equipment, extreme caution is needed in hooking up to the fair's power outlets. Characteristics of electrical power supply in Germany are 220/380 volts, 50 hertz, single and three phase. It happens more often than fair authorities like to admit that an exhibitor ruins his equipment by hooking it up incorrectly. Once exhibits, particularly moving or electrical exhibits, have been set up, they should be tested on the spot, well before the fair begins.

Keep in mind that European tools and measurements in general are based on the metric system. For small repairs and adjustments you should, therefore, have on hand a selection of Society of Automotive Engineers ("SAE") tools, and some spare parts as appropriate.

Once everything else is under control, consider telephoning the Foreign Commercial Service of the nearest American Consulate General or the American Embassy in Bonn (see listing in Appendix A at the back of this booklet). You can obtain up-to-the-minute marketing information for your general product line; you may also be able to receive a list of German companies which have recently expressed interest in purchasing or representing your type of product.

It is quite possible that the U.S. and Foreign Commercial staff at the American Embassy or the nearest Consulate General will have organized a so-called Business Information Office ("BIO") in one of the halls of the fair in which you are about to exhibit. From this office, information on U.S. products is made available to German business representatives. Your early personal visit to this BIO to inform the staff of your goals and to deposit copies of your company/product literature can help advance your total export plans.

CHECKLIST: CHAPTER III "THE DAYS BEFORE THE FAIR"

A. En route to Germany

1. Spend some time during the flight to Germany reviewing goals and steps to take before the fair.

B. Before Visiting the Fair

... On arrival at the Airport
2. Phone to confirm hotel reservations or advise of late arrival;
3. Book at least provisionally, return flight to United States or other onward destination;
4. Convert enough dollars into German marks to pay for expenses for next few days;
5. Advise local contacts of arrival;
6. Purchase map of fair city and locate hotel and fairgrounds on map;

... From hotel in fair city, two days before fair
7. Phone your stand assistant and arrange to meet at your exhibit booth the day before fair begins to brief on exhibit product;
8. Phone key customers and invite them once again to visit stand; consider inviting them to lunch or dinner.

C. At the Fairgrounds

9. Make reconnaissance visit to fairgrounds two days before fair.

... At that time locate
10. Your stand;
11. Your hall inspector;
12. Freight forwarder and customs office;
13. Local tradesmen (electrician, carpenter, etc.);
14. Important fair offices (e.g., press and information, responsible fair manager);
15. Public telephone nearest to stand;
16. Post office, telex, and bank;
17. Restaurants and public lavatories;
18. Parking spaces (obtain necessary passes).

... Make working visit to fairgrounds no later than day before fair opens
19. Be at stand when goods are delivered;
20. Unpack exhibits and check if anything is missing or damaged;
21. Locate electrical, water or air connections (if needed) for stand;
22. Set up exhibits on stand and make sure that everything is in working order;
23. If needed, arrange for stand decorations (flowers, decorative photos, etc.);
24. Arrange, if necessary, with freight forwarder for the repacking and onward transportation of goods when fair closes.

25. Check that you have everything needed for work on the stand, e.g., pens, notebooks, forms, other small office supplies, brochures, business cards, chairs, and tables.
26. Arrange for the security of belongings and exhibits in your booth.
27. Meet with and thoroughly brief stand assistant on your product(s).
28. Phone commercial section of nearest American Consulate General or the American Embassy for marketing information and also for any available names of potential German agent/distributors or buyers.

CHAPTER IV

THE BEGINNING AND MIDDLE DAYS OF A GERMAN FAIR

Your German fair will open in a few hours. Your first day at the fair will set the tone for the days that follow. This chapter will help you to get a start and then build momentum for the middle days of the fair. It includes tips on when to arrive at the fair, how to brief and guide your local assistant and how to deal effectively with buyers who visit the stand. It also suggests some German-American cultural differences which can inhibit your success, and describes key services provided by most German fair authorities.

The First Day of the Fair

The usual opening time for a German fair is 9 a.m., and you must be ready to meet your first visitor within minutes. As the days proceed and you and your German assistant learn to work smoothly together, it may not be necessary for both of you to be in place at your booth stand more than 5 minutes before the opening. But on the first day, an American exhibitor ought to meet his assistant at the booth a full hour before the official opening.

How is this first hour best used? First, complete the setting up of your products display. Your exhibits were perhaps locked up overnight on the premises and must now be taken out and set up on the stand. Even if you spoke the previous day with your stand assistant and explained your product, review once more your product, its advantages, price, and technical details. Be sure that your assistant can switch from English to German (and ideally French) at will, with respect to the terms needed when discussing your product with potential buyers. If this 8 a.m. encounter is not the second, but the very first contact that you have with your aide, then the above steps will require more time. Other points to clarify with your German assistant are times for his or her coffee and lunch breaks and when, roughly, you expect to stroll around and take in other parts of the fair and examine the competition. Do not leave your stand unattended at any time during the working day. Otherwise, pilferage is likely and key visitors may never return. If your assistant is an "old fair hand," elicit his or her personal ideas on the best way to approach typical German and other European business representatives. An experienced assistant can be a mine of useful information, leading to more sales or the cultivation of useful contacts during the fair.

More quickly than you might imagine, the fair is suddenly open, up and running! What is a German fair like? How does it compare with American fairs?

Perhaps the most visible difference between many American and German fairs is the sheer size of the German events: in many cases, specialized or vertically organized fairs in West Germany are two to five times larger than comparable fairs in the United States.

A second difference is the large and lavishly appointed stands. Many offer their visitors access to complimentary drinks and snacks, and feature private conference rooms. The craft of stand design and layout is held in high esteem by Germans and other foreign visitors. The visual impact on customers, though very expensive to achieve, is generally felt to justify the outlays because it reflects a professional approach and says something about the quality of your product and your pride in its display.

Another obvious difference from U.S. fairs is that many visitors, particularly from countries other than Germany, speak no English or do so only haltingly, thereby making your explanations and selling slower and fatiguing.

German trade fairs are thoroughly international in character. For many experienced American exhibitors, the most telling indicator of a German fair's real worth is the impressive number of visitors from outside the Federal Republic of Germany. German fairs are usually laid out according to product subdivisions. Hence, similar and competing products tend to be concentrated within one area. This makes it easier for European trade buyers to concentrate on those specific areas in which they are truly and directly interested. Indeed, German fairs are planned and laid out with a sharp eye to the needs of the professional trade buyer. The ebb and flow of visitors at German fairs varies considerably depending on whether capital or consumer goods are on display and whether it is a weekday or weekend. Consumer goods fairs which open on a Saturday or Sunday often experience an initial surge of visitors, with numbers then declining on weekdays. This is because German retailers often limit their visits to fairs to Saturday afternoons or Sundays when their own stores are closed. This "visitor flow" pattern is often reversed for capital goods fairs open on weekdays. Unfortunately, as is also true with fairs in the United States, a high number of visitors does not guarantee that a high number of specialized buyers will necessarily arrive at your stand.

A few words of advice are now in order about how to deal with visiting buyers. It goes without saying that you are an experienced salesperson. But selling in an American context and in a European context can be very different experiences.

Bear in mind that the general public is only grudingly admitted to German fairs, if at all. You will mainly deal, therefore, with a visitor who is a true "professional." They will be a trade buyer, agent, distributor, manufacturer, industry end-user or associated with your industry in some other professional capacity; a person who may visit dozens of trade fairs a year in various parts of Europe and North America. If such a person, particularly a buyer, appears at your stand, it may well be by design rather than by accident. Make the most of this crucial encounter.

A potential buyer appearing at your stand would like you to quote your prices c.i.f. (cost, insurance and freight) Europe. C.i.f. is a delivery as well as sales term and many sales are lost when a U.S. exhibitor can only quote the f.o.b. or U.S. ex-factory price rather than c.i.f. Europe. If possible, work out c.i.f. prices before you leave the States. But if you cannot, then on arrival in the Federal Republic of Germany contact one of the large forwarding agents at the fairgrounds and ask him to work out the c.i.f. costs for you.

Another factor which bears on the ultimate retail price of U.S.-manufactured products is the German customs duty. If you have not previously ascertained the German customs tariff for your product, then obtain it from the customs office opened for these occasions at each German fair.

Another very important factor in a European buyer's decision whether to buy an American product on display at the fair is the assumption that you can or cannot deliver goods in the quantities required according to an agreed timetable. A delivery date you promise but then do not keep almost surely means no future sales. The ordering and delivering cycles for many industry economic sectors are inflexible. To be successful, an American (or any other) exhibitor, simply must conform to the delivery dates laid down by the trade buyer. In this regard, some buyers may place only a small order at first, simply to test the reliability of the U.S. supplier.

Chapter II laid out the importance of German industrial safety standards for certain products. If your product is to be sold in Germany and needs testing by one of several authorized agencies, make it perfectly clear to the buyer or potential agent/distributor whether arrangements have or have not already been made for this testing. If German safety clearances are already in hand, display evidence of this fact prominently in your stand and show it without fail to potential buyers, agents, and distributors. If such testing has not been obtained, the expenses and risks involved will be items for negotiation with respect to an agency/distributor agreement or a potential sale. Your European visitor will expect you to be willing to substantially share if not shoulder the entire costs of such testing, and perhaps also market testing and advertising.

The First Day: A Break for Lunch

Almost before you realize it, the first morning has passed and it is time for lunch. Restaurants and stand-up snack bars are to be found in adequate numbers at all German trade fairs. The exhibitor can often expect to pay about twice as much as in the States; after all, once admitted to the fairgrounds, visitors are a "captive audience" for the food concessionaires. It is not considered "good form" for an exhibitor to eat in full view of the public within his stand proper. Therefore, a U.S. exhibitor should make up his mind before the day begins to "dine out."

Your lunch break may profitably be used to invite one of the morning's trade buyers to a working meal, but due to the crowds, this is often not feasible unless you are prepared to leave the fairgrounds, and most buyers are not willing to do so.

If you have lunch alone, you may find yourself reflecting on some subtle and not so subtle cultural differences between Americans and Europeans that you noticed during the morning. A certain amount of "culture shock" is certainly inevitable for an American who exhibits for the first time in Germany. Cultural differences are important; you must take note of them and decide which ones are worth your effort to adapt to.

Cultural Differences

One of the often noticeable differences between American and European business representatives is clothing. Middle-class European society is at once much more conservative and often appears to be more class conscious than in America. Custom requires representatives of certain kinds of vocations to dress in certain predictable ways which indicate social and professional status. The relaxed or colorful dress preferred by some Americans is uncommon in upper levels of European business circles. It will quickly identify you as an American, but it can also incorrectly signal a certain lack of experience or professional attitude and seriousness about your effort. Perhaps you noticed during the morning that conservative colors and fashions were the predominant features of dress all around you. Casual wear is infrequently seen at German fairs, and almost no one wears an open-neck shirt except perhaps at sporting goods fairs or leisure time fairs.

Formality and fairly elaborate courtesies in addressing business contacts make up a second set of cultural differences. Professional-level Germans never call a stranger or new acquaintance by his or her first name. Indeed, they might not call an acquaintance of several years by his first name unless they have become close personal friends. The average German or European visitor to a U.S. exhibitor's stand would be visibly taken aback at being addressed on a first name basis following an introductory exchange of business cards. Though such familiarities by an American usually will not scare visitors away, they will certainly make them feel uncomfortable. Therefore, use only the visitor's family name, preceded by his title -- such as Doctor or Professor -- if this information appears on the visitor's card. Use the term Herr (Mr.) or Frau (Mrs.), even if your visitor is speaking fluent English. A German will call an American by his family name far more frequently in a single conversation than is usual in the United States. This practice should be reciprocated by the U.S. exhibitor.

Often visitors to your stand will speak at least a little English. A large percentage of them, however, have learned British English rather than American English. Therefore, if not using an interpreter, speak slowly and clearly, but not loudly. Avoid slang words, idioms, acronyms and other unfamiliar terminology as much as possible. Your visitor will be grateful for this courtesy.

Other differences that an American exhibtor may notice during the first morning include the following: Germans shake hands at the beginning and again at the end of each encounter whether meeting friend or stranger. Germans are punctual, and by punctuality they often understand arriving 2 to 5 minutes early for an arranged meeting. Finally, you will not find on your luncheon table the plain water Americans take for granted. You will have to order mineral water instead. At lunch, do not wait to be seated; seating hostesses commonly found in the United States are rarely used in Europe. Other people may often sit at your table after asking perfunctorily if the open spaces are free. If crowded conditions make it difficult for you to find a seat, you should feel free to do the same.

First Day: The Afternoon

What is the afternoon of a German fair like? As mentioned earlier, a lot depends on whether it is a weekday or a weekend. But, generally speaking, in the afternoon the flow of visitors past the stand remains fairly constant until around 5 p.m., when first a gradual and then a rapid fall in numbers will be experienced. At this stage, many U.S. exhibitors are tempted to close up shop for the day and leave. This is a mistake. First, the fair organizers expect (and your participation agreement often explicitly requires) exhibitors to remain on duty until the official closing time, usually 6 p.m. Second, though not many visitors are still around, it is quite possible that a potential buyer or agent/distributor for your product is among the few who are left, and might even visit your stand five minutes before closing time. Third, the last half-hour of the day can be ideal for inviting a potential business partner you may have met earlier at the fair to return to your stand and discuss at leisure details of price or contract. A good deal of business can be transacted during this last hour, and many buyers, agents and distributors prefer it because the crowds are considerably reduced and the environment is quieter and less hectic and therefore more conducive to serious discussion.

Before the 6 p.m. closing of your stand, take a few minutes to hold an end-of-day review with your German assistant. Perhaps the assistant encountered difficulty in answering certain kinds of questions raised by visitors and now needs advice on a fresh approach. Or perhaps you feel that he or she should place greater emphasis on some particular feature of your product. Now is the best time to prepare your assistant for the second day, for your success in selling largely depends on how well the assistant explains your product and relates it to the needs of particular buyers. The assistant must speak with a sense of personal conviction about your product, and conviction and enthusiasm cannot be generated if no rapport exists between the assistant and the exhibitor.

On closing the stand for the night, lock away or otherwise secure valuables. The fair authority provides guards as a routine service to exhibitors. Thefts nonetheless occur. If no opportunity exists for securing or locking small and easily removed objects, these should be taken back to your hotel. Larger objects should be secured within the stand, perhaps with a chain or some other locking device.

At the end of the first day, expect to be exhausted and only too happy to get back to your hotel for a meal, some quiet reflection, and turning in early. The concrete floors in the fair halls were hard. The crowds of visitors (and at some fairs, both the functioning machinery on display and the hired entertainment brought in to attract visitors) conspired at times to create a noise level that made serious communication tiresome. But at the end of the first day, you are no longer the novice that you were nine or ten hours earlier.

The Second and Middle Days of a German Fair

The second and middle days at a German fair are easier for the American exhibitor than the first. You and your assistant should continue to be on hand together before the appointed time of opening, though a full hour of preparation is probably no longer required.

On the mornings of the second and following days, during the few minutes together before the fair opens, go over once more with the assistant your simple but important divisions of labor for the coming day. Arrange the timing of coffee and lunch breaks and continue the process of creating a good working relationship. Any mistakes made in the approach to selling on the first day can once again be discussed and alternative approaches worked out. You may, perhaps, have noticed that your busiest periods of the previous day were between 10 a.m. and noon and 1 p.m. to 4 p.m. If on the first and the second day of the fair the number of inquiries received seems disappointingly low, it may be due to the fact that many professional buyers used this time for preliminary reconnaissance -- simply looking around and comparing the various products offered. Now, during the middle period of the fair, the same buyers often begin to systematically visit those exhibitors about whom they had made a mental note earlier.

Further Cultural and Business Considerations

You have probably noticed by now that in most of the surrounding stands, the German exhibitors are dressed conservatively, mostly in dark business suits, and invariably remained on their feet during the business hours, giving European or overseas visitors an alert and businesslike impression. Sitting, eating, or drinking within full view of the buying public is avoided by experienced exhibitors because it is considered as giving an unprofessional appearance.

Compared with the vast reaches of the United States, Germany is small and compact. This may explain the observed fact that a majority of German agents/distributors attempt to negotiate contracts giving them exclusive import and selling rights throughout the Federal Republic of Germany and West Berlin. Some even strive for exclusive European rights. Occasionally, the German agent/distributor will agree to act non-exclusively, or for a region rather than the entire country, but an American trying to set up a network of non-exclusive distributorships is facing a challenge in this regard.

The German buyer demands and expects total reliability from his suppliers, American or otherwise. This point cannot be over-emphasized. Promised delivery dates must be kept. If your visitor is a buyer for others, he applies the same standards when quoting his own customers a delivery date. Many German firms would rather pay more for a product, knowing for sure that it will arrive when promised, than pay less and gamble on delayed delivery time. As suppliers, Germans have a well-earned worldwide reputation for reliability and a willingness to install and service products which they manufacture and export. As buyers, Germans do not expect less of American manufacturers. German firms, having once found a reliable business partner, are loath to break off the relationship. An American should not, therefore, enter lightly into either a supply contract or a principal/agent relationship with a German firm. A carefully negotiated relationship can be a highly-profitable, long-term arrangement.

Miscellaneous Information and Tips

As time allows during the middle days of the fair, you should leaf through your copy of the fair catalog and mark down other firms exhibiting products similar to yours and then visit their stands to obtain an overview of your competition's products and prices. By doing so, you will soon learn if your product is in step with the market in terms of price, design, style, technology and function.

The U.S. and Foreign Commercial Service at the American Embassy in Bonn, or one of the six American Consulates General in West Germany, including the U.S. Mission in West Berlin, will occasionally operate a Business Information Office (BIO) at selected German international trade fairs. A phone call to the Embassy or Foreign Commercial Service Post (see Appendix A), will quickly confirm whether a BIO exists at a particular fair. The BIO staff is there to help expand American exports and assist U.S. exhibitors in various ways, e.g., with background reports on German buyers or agents/distributors, background and marketing information on a particular product sector or on the German economy as a whole. Names and addresses of prospective German business partners or representatives may also be available.

At some fairs, computerized listings of German companies seeking contact with foreign suppliers are also available to exhibitors as a service by the fair authority. The official fair catalog advises the exhibitor if such a list is available and where it can be obtained.

Another German fair service is the press office. Here, exhibitor literature may be deposited for review by the specialized trade press or by other exhibitors and visitors. If your product is a new technical development or is innovative in other ways, it is worth trying to have the product included in the fair's daily press release which is distributed throughout the fair grounds to exhibitors and visitors. For more details on services at German trade fairs, see Chapter VIII.

A basic rule is never to leave your stand unattended and to always keep it neat, clean and uncluttered. An untidy stand gives an unprofessional appearance and will have a negative effect on visitors. Tables and chairs for business visitors should be on hand, along with a good supply of writing materials. To a far greater extent than in the United States, German fairs are important buying events. Requests for information which you receive from trade visitors during the fair should be immediately written down and filed in a safe place. Committing requests to memory alone almost invariably leads to something important being forgotten, especially if many visitors happen to appear at the stand at the same time.

Conclusion

The middle period of a German trade fair can vary from 1 to 7 days in length. The shorter the fair, the more intense the demands on exhibitors. This chapter has attempted to prepare you for one of probably the most demanding marketing experiences of your life. As the last day of the fair approaches, you are likely to have spoken with buyers from fifteen to thirty countries in all parts of the globe. If this experience has not whetted your appetite for repeat appearances in German fairs, your product or prices may need some overhauling in order to be competitive in or appeal to German and other international markets.

CHECKLIST: CHAPTER IV "THE BEGINNING AND MIDDLE DAYS OF A GERMAN FAIR"

A. The First Day of the Fair

1. Be in place at your stand about one hour before the show opens (8 a.m. for the usual 9 a.m. opening);
2. Check that nothing is missing from stand;
3. Lay out products displayed to best advantage;
4. Brief assistant thoroughly on product and main points to be stressed;
5. Arrange with assistant times for absences from the stand;
6. Consider the assistant's views on German and European business methods; determine what he or she may anticipate from foreign buyers and what they expect in return.

Noon

7. Use lunch to talk to prospective buyers or agents/distributors.

Afternoon Through Fair Closing Time

8. Use quiet period after 5 p.m. for arranged repeat visits by earlier contacts;
9. Hold end-of-day review with assistant;
10. Lock away all valuables before leaving for night; never leave your stand before official closing (usually 6 p.m.).

B. Second and Following Days at the Fair

11. Expect to be busiest between 10:00 a.m. to noon and between 1 p.m. to 5 p.m.;
12. Walk around the fair and look over the competition;
13. Check if the U.S. and Foreign Commercial service has a Business Information Office (BIO) at the Fair and which of the services offered would best assist you in your export and marketing efforts;
14. Deposit your product literature in press room for professional review; inquire about whether or not particular product information can be included in the daily press release.

C. Miscellaneous Tips on Cultural Differences and Other Matters

15. In speaking English with foreigners, avoid using idiomatic and slang expressions; speak slowly; keep your voice down;
16. Do not address strangers by their first names; use their titles (Doctor, Professor, General, Senator, etc.) or Herr or Frau; repeat last names frequently when addressing visitors;
17. Keep stand neat;
18. Do not eat or drink at your stand;
19. Write down requests by trade visitors and file them in a safe place;
20. Dress conservatively; wear comfortable shoes and try to stay on your feet as much as you can;
21. Have someone in attendance at your stand at all times;
22. Quote c.i.f. prices;
23. Quote realistic delivery dates.

CHAPTER V

HOW TO END THE FAIR

The last day of a German trade fair presents unique challenges as well as unique opportunities. But a fair does not really end when the sun sets on the last day. There is still time (perhaps only a few hours, perhaps a week or more) before an American exhibitor packs up and heads for home. The subject of this chapter is how you can best use the last day at a German trade fair and the final hours or days after the fair before returning to the States. The last day of a German trade fair is not without its paradoxes. It can seem a hectic time of scrambling around to locate packing materials and the assistance of the kind of people who never seem to be around when you need them most. On the other hand, at some fairs the final afternoon is often surprisingly quiet. Many larger exhibitors discharge all but a skeleton staff by noon of the last day. The number of visitors tend to dwindle after lunch. On this final day, American exhibitors face a number of chores which they cannot avoid; they also have their last opportunity to do things which they certainly could avoid, but should not.

The "Avoidables"

On the last day at a German fair, you can expect a period of relative calm lasting between 2 and 4 hours -- probably beginning in the early afternoon -- when crowds will almost certainly fall off at your booth and throughout the fair. Your feet may hurt and your powers of concentration may be diminished. But much remains to be done.

A lull during the last day is, for instance, a good time for you to take a final stroll through the now emptying exhibit halls. You can now talk shop leisurely with your competition or form last-minute impressions about the best future locations for attracting a maximum flow of visitors at the next fair. Cast an appreciative glance at other stands, taking in the strong and weak features of their layout and design, for use in your own future exhibitions/appearances. This period of calm is also a good occasion for firming up a judgment about new product trends, buyer psychology, short-term marketing strategies, prices, styles and technological developments.

Noon of the last day may offer you a last chance to take a potential buyer or representative to lunch. Your final evening is probably, however, best kept free of social engagements unless you are absolutely sure that final packing and shipping can be completed in time to join a colleague or customer for cocktails or dinner.

The last day is also a good time to let your mind roam back over the past few hectic days and assess your success as a first-time exhibitor. Take the time to assemble and organize the business cards left behind by visitors to the stand, and make notes about the follow-up activities required with respect to each contact.

Think hard about how much longer to stay in Germany and Europe before heading back to the States. The fair has almost certainly produced new and unforeseen sales leads which justify altering a schedule in order to follow up on right now. Before the last day ends, you face a basic decision: Do I or do I not add a few days to my planned stay in Europe? If yes, who are the people I want to see?

Now is the time for you and your stand assistant to make some final phone calls to set up concrete appointments before your return flight home.

Take a final stroll over to the Press Information Section of the fair grounds to pick up last minute handouts in English which give facts about fair attendance, market trends, dates of the next fair, etc.

The points sketched above are some things which an exhibitor does not "have" to do. However, American exhibitors who do these things are not sorry afterwards.

The "Unavoidables"

PAYING BILLS

The last day is also your last chance to discharge outstanding financial obligations, including those for:

your interpreter/booth attendant (traditionally in cash);

furniture rental and other equipment (telexes, phone bills, etc.);

daily cleaning of the stand;

security night watchman;

transport charges, from the port to the stand and back, of items exhibited (normally, the freight forwarder presents one bill covering both incoming and outgoing freight at the conclusion of the fair);

customs duties on items entered duty-free, subject to reshipment, but which were sold in the meantime (if not paid by the customer; in many cases, purchasers will pay the duty as part of the purchase price, but the exhibitor has to file the formal declaration papers).

When it comes to paying bills, the exhibitor does not usually need to actively search out those who are owed payments. They will automatically seek you out. Therefore, be sure to have enough German currency or means of payment on hand.

It is customary that an exhibitor pay stand attendants and others in cash (German currency, naturally). Travelers checks and "Eurocheques" denominated in marks may also be accepted by some parties. But personal checks and non-German currency are not acceptable. This means that depending on the number of staff you have hired and how many days the fair has lasted, you may have to have a considerable amount of cash on hand. In such a situation, due caution is prescribed.

Exhibitors do not have to pay import duty on descriptive product brochures and similar printed materials. In addition, not every item on display is necessarily dutiable. Any question on this point will, presumably, have been addressed at the time your goods cleared German customs at the place of entry. The local freight forwarder will know whether any customs duty need be paid on the goods which will not be shipped back out of the Federal Republic of Germany.

SOME OTHER THINGS TO DO

Allow enough time after the close of the exhibition and before you leave the fair city to repack or to supervise the repacking of your exhibit goods. Fair participation agreements normally only permit you to dismantle your stand after the official closing of the fair. A basic decision, therefore, is: Do I stay late on the last day to finish packing or do I return the next morning? Have handy a couple of rolls of good fiber tape and some address labels. The freight forwarder will also usually have such labels on hand in his office at the fair grounds. Their addresses and telephone numbers are listed in the official Fair Catalog. Unlike the situation with paying bills, you have to take the initiative in contacting the freight forwarder in order to arrange the pick up of your exhibition goods to be shipped out.

Contact your freight forwarder on the morning of the last day to be sure that there are no remaining problems with customs clearances. (German customs offices at the fair grounds close in the early afternoon.) If you need additional boxes or crates, now is the time to let the freight forwarder know. If at all possible, do not leave the fair on the last day unless you are quite sure that removal of your goods is under control and proceeding according to a prearranged schedule.

Following Up in Europe After the Fair

Standing 8 or 9 hours a day on hard concrete floors, speaking with dozens of customers and visitors in a large, echoing hall, hastily eating meals, and numerous distractions or annoyances, including fighting for taxis, can be very tiring. Your impulse may be, quite understandably, to forget everything having to do with the fair, to jump on a plane that very evening, and to fly straight back to the States.

On the other hand, you have come a long way, invested a lot of your company's money and your time and energy in this German fair. Another couple of days or even a week in West Germany, or elsewhere in Europe, following up with contacts made (or missed) at the fair may well be worth the extra effort.

Seasoned American exhibitors generally decide long before the fair begins to stay on in the fair city for at least one day after the fair. After a good night's sleep has helped them recover from "the last day," they then begin to address some of the following tasks.

Evaluate Results and Lessons of the Fair

You can use the day after the fair to work in your hotel to dictate notes on impressions from the fair in the form of a report to headquarters. The "day after" is also a good time to review your original reasons for exhibiting in West Germany, to record systematically the most promising contacts made, and to lay out tentative sales plans for the future.

Decide About Future Exhibiting at the Same Fair

Do you want to exhibit in this fair again 6 months or a year from now, or whenever the fair reoccurs? If the answer is "yes," then there is no better time than right now to book future exhibit space, make preliminary arrangements with the freight forwarder, a booth construction company, and a stand interpreter, and to make firm hotel reservations.

If you were not satisfied with your allotted space, go in person to fair authority officials to try to arrange a better location for next time. A word of caution: fair authorities in West Germany give marked preference to their older, established customers. Improving one's location is largely a matter of small improvements from year to year, through the process of successful face-to-face bargaining with the responsible exhibits manager of the fair authority.

Arrange Stand Personnel for the Next Fair

A good assistant at your stand, one who can speak fluent German, English, French, Italian or other languages, has a pleasant personality, who learns fast and is not afraid of hard work, is definitely worth keeping. Make it clear to your assistant whether or not you want him or her to work for you again next time.

Consultation With U.S. Embassy or Consulate Foreign Commercial Service Officers

Before you leave the German fair city, telephone the Foreign Commercial Service officer at the nearest American Consulate General or the office of the Commercial Counselor in the American Embassy in Bonn (see the list of these offices in Appendix A). The American Commercial Officer (or a member of the staff) may have information in the form of a quick but useful evaluation of a proposed German representative for the products you displayed. Or, you may feel the need for a general briefing on the current situation of the German economy or the particular product theme at the fair. U.S. and Foreign Commercial Service Officers in Germany have up-to-date records of recent inquiries from German buyers or potential product representatives actively seeking sources of supply in the United States. A quick phone call or visit to a U.S. Consulate General may, therefore, help you develop new leads.

Call on European and Overseas Customers

In the course of the fair, you probably made far more contacts with German and other foreign buyers and potential representatives than you could possibly do justice to personally during the fair. If your schedule permits, the week or so just after the fair may often provide the right moment for follow-up telephone calls or personal visits to these people. Such calls, while the initial contact is still fresh in the memory of both parties, is likely to be more effective than the also recommended, and certainly not to be neglected, follow-up letter from the States 2 or 3 weeks later.

Conclusion

The last day of a German trade fair offers challenges and opportunities that seldom happen again. It is followed by an open-ended time period which can also be put to good use before the American exhibitor returns to the United States. The main thrust of this Chapter is summarized in the following 12-point checklist.

CHECKLIST: CHAPTER V "HOW TO END THE FAIR"

A. The Last Day of the Fair

1. Anticipate a lull in activity and use this opportunity for a final stroll around the now quieter halls;
2. Distribute your remaining samples and promotional materials;
3. Pay all bills, e.g., booth contractor, interpreter, fair authorities, customs, freight forwarder, night watchman, water supply, telephone bills, electrical installations, furniture rental, insurance, etc;

4. Arrange for the disposal of unsold exhibits, normally by shipping them out of Germany;
5. Do not inadvertently leave behind at the stand things you really want to keep, such as business visitors' cards;
6. Develop a plan on how to spend your time before returning to the United States.

B. Following Up After the Fair Ends

7. Do a wrap-up report to your company on results, sales, lessons, contacts and experiences;
8. Decide if you want to exhibit at this fair again next time;
9. If yes, then book your exhibition space and hotel room immediately and try for a better location;
10. Arrange to keep your current, locally hired stand assistants if you were pleased with their performance;
11. Contact the U.S. and Foreign Commercial Service Officer at the American Embassy or nearest American Consulate General;
12. Follow up by phone, or in person, sales leads made at the fair, (but, never show up without first prearranging an appointment).

CHAPTER VI

FOLLOWING UP AFTER RETURNING TO THE UNITED STATES

After your first appearance in a German fair and your return to the United States, you will no doubt discover that many tasks have piled up in your absence. The temptation to plunge into them is strong. However, the speed and manner in which you follow up business developed at the fair will vitally affect your future export potential. This chapter discusses the important work you need to do upon returning to the United States after exhibiting in a German trade fair.

Shortly After Returning

In the week or two that you have been away from the office, the work has piled up. Decisions have to be made, letters read and answered, customers phoned, and so on. Obviously you have to spend some time clearing up the backlog. Be aware, however, that converting orders you received at the fair into follow-up orders year after year depends on the speed and the quality of the serious follow-up work you do now, back in your home office. Why not devote 2 hours or so a day to the fair work until all orders are filled and all inquiries from the fair have been fully attended to?

Tasks That Must Be Done

Your highest priority now that you are back in the office is to fill the German/European and other export orders received at the fair. Meet the delivery dates you promised. This time back in America is now the stage where some U.S. business representatives have had to confess later that they lost the advantage their presence and hard work at the fair had earned them. In some cases, they had promised delivery dates knowing that they might not meet them, but hoping the client would nonetheless go along with a late delivery. Do not fall into this trap as it may foreclose you from consummating any future transactions with this contact. In nine cases out of ten, a European business partner will never place a repeat order and, worse, may even cancel his original order. If you cannot meet a promised delivery date, then notify the buyer immediately and attempt to arrange a new date which can definitely be met.

Quality Control

In filling orders you received at the fair, pay particular attention to maintaining the quality of your product. Often complaints are received about situations in which the quality of the product shown or promised at the fair was at variance with what was eventually delivered. Nothing except late delivery will bring a quicker protest or loss of future orders from your European buyer than delivery of a product which is something less in quality than what was exhibited. Moreover, nothing will more severely reduce his long-term confidence in you as a reliable business partner.

Inquiries Received

Treat seriously all inquiries received at the fair. Only by answering them can you find whether or not they will turn into orders. Sort out the inquiries in order of importance and difficulty. Note the differing delivery times involved, volume, need to adapt your standard product, and so forth. To postpone answering inquiries developed at the fair will only result in a potential German customer's interest diminishing with each passing day of nonactivity on your part.

Exhibiting Again

Your decision to exhibit or not to exhibit again should not be left to the last minute. Do this as soon after returning to the United States as possible, if you have not already done it before leaving Germany. In all German international fairs, good exhibition space is at a premium; in order to ensure favorable exhibit space, you must book early. The same is true of hotel rooms. Major German trade fairs create a severe shortage of rooms within a 60-kilometer radius of the fairgrounds. Unless a booking is made months (and sometimes, years) in advance, you may find yourself quartered more than 2 hours away from the fair.

Information Gathered at the Fair

Do not discard business cards and other material you obtained during the fair simply because they have no immediate bearing on the orders or inquiries you received. Sort them out and file them for future use, e.g., on a subsequent trip to Germany or elsewhere in Europe. These professional buyers were, after all, interested enough in your product to stop by and exchange business cards. All such contacts should be placed in your permanent mailing list and should regularly receive personal inquiries from you.

Sharing Your Trade Fair Experience

The display of your product(s) at the fair was the result of a joint effort by several people within your firm, and some of them can profit from learning the outcome of your efforts in Germany. So, upon returning to the United States, you might want to bring these people together and share with them the results of the fair, explain how your firm's product(s) measured up to the competition, for what reason it was criticized or praised, what suggestions were made for improvement in, for example, color, design or size, whether the product met German safety regulations, etc. If your company is to succeed in exporting, you must communicate your enthusiasm for exporting and for exhibiting in a German trade fair to all your colleagues involved in making and selling the product.

Many U.S. business representatives are introduced to German fairs through the local district office of the U.S. Department of Commerce located in their area. If you are one of these exhibitors, it would also be helpful for your district office to hear your opinions on the fair and on marketing in Europe. This information can also be useful to other U.S. firms considering the possibility of exporting. Your fair experience is a good topic for a speech, perhaps with slides, at a local Rotary, Lions, or Jaycees meeting. Never pass up the opportunity to promote America's national effort to export as well as your own firm's export capabilities.

Correspondence With Foreign Customers

After the fair, you may continue to receive fair-inspired mail from Germany and other countries. ANSWER EVERY ONE WITHOUT FAIL. A frequent European complaint is that letters to U.S. companies often go unanswered. The reason occasionally stems from the fact that the letters were written in German or French or unclear English. Do not let such circumstances deter you from answering these letters: they can be translated into English, and may contain or lead to an export order. If you receive a letter in incomprehensible English, write the German company at once and seek clarification. Place yourself in the position of the foreign executive who has taken the trouble to write you and extend to them the courtesy of a rapid response.

Building Confidence in German Buyers, Agents, Distributors

The simple act of preparing for a fair, flying to West Germany, exhibiting, taking orders and returning to the U.S. is no guarantee that repeat orders will follow. Steady repeat business is, in most cases, obtained through steady attention to customers' wishes and a willingness to compromise in order to solve customer problems. As in most cases, the willingness to cultivate business contacts through personal visits plays a major role in export successes. Do not fall into the trap of putting your new overseas market in second place whenever your traditional

American home market begins to expand. This can have a nasty boomerang effect if domestic sales later drop and suddenly your overseas market becomes necessary to buttress these declining sales. Your neglected foreign buyer or agent/distributor is not going to welcome you with outstretched arms after years of delivery difficulties or communications problems. Therefore, plan regular visits abroad to your major buyers and newly appointed agents or distributors. On these visits, give help and advice freely. Attempt to solve problems on the spot. Listen to the advice that an experienced European/German agent/distributor can provide. Be available, interested and quick to react to problems or complaints. This attitude will instill in your overseas business contacts a confidence and willingness to try harder to buy or sell more of your product line(s).

Background Checks on Foreign Firms

You can and should have background checks made on potential European agents/distributors and buyers, either through your bank, an international credit agency, or through the World Trader Data Reports (WTDR) available from your nearest District Office of the U.S. Department of Commerce, (see Appendix B).

Goals not Met

If you did not reach your goals at the fair, but remain interested in the European market, advice on other suitable promotional efforts can also be obtained from your nearest Department of Commerce District Office and the appropriate Department of Commerce Country Desk Officer in Washington, D.C. You may also wish to take advantage of the Agent/ Distributor Service (ADS) offered by the U.S. Department of Commerce for example, if you were unsuccessful in locating a suitable agent while exhibiting at the trade fair. This service is designed to help U.S. companies find an agent/distributor in the country of their choice at minimal cost. Ideally, however, this service should be activated before exhibiting in a German trade event, for maximum results.

Reacting to Success in Exhibiting

Success in selling abroad has its price. For example, you may find it necessary to make structural changes in your office. You will most certainly now need to install a telex machine. Almost all European export/import-oriented firms have one. The benefits to your company of having instant communication with your European partners as well as a written record of all exchanges will far outweigh the cost. Another change to consider is the hiring or training of personnel who can write and speak German and French. Such personnel will speed up the export business process and ensure that no misunderstandings occur when orders and requests are made.

Once an export mentality is established in your company, more trips abroad will be required and you will want to exhibit in more foreign fairs. The world is full of export opportunities and though the initial steps in exporting can be difficult and time-consuming, they will pay you large dividends if tackled the right way.

Conclusion

Your last day at the German fair is "the end of the beginning" in your efforts to sell in Germany. To build on and expand any success you have achieved at the fair, a significant amount of work awaits you in the United States. Orders received must be processed in time to meet promised delivery dates, inquiries must be followed up on, price quotations made. You may need to reassess your product if it proved non-competitive with its European or Asian rivals. Styling or design may need to be changed, etc. All this is in addition to the work that piled up while you were out of the country. Take time to bring the fair work to a clear but forward looking finish. The more you do soon after your arrival back in the United States to build upon the results obtained from exhibiting, the greater will be your long-term sales and export potential.

CHECKLIST: CHAPTER VI "FOLLOWING UP AFTER RETURNING TO THE UNITED STATES"

1. Evaluate the fair and compare the results obtained with the costs;
2. Fill orders as soon as possible; if the agreed upon delivery date cannot be met, inform your customer immediately and try to negotiate a new date you are sure can be met;
3. Ensure that the quality of the product shipped matches what was shown or promised at the fair;
4. Sort out and answer in priority order, all inquiries received at or after the fair;
5. Decide whether to exhibit again (in most cases you ought to); book exhibit space and hotel reservations;
6. Brief your office colleagues on your fair experiences and the lessons learned;
7. Plan regular, follow-up visits to German/European buyers and agents/ distributors; make room for German fairs in your overall export strategy;
8. Obtain background checks on foreign firms (consult your U.S. Department of Commerce District Office);
9. If you were disappointed by your fair experience, ask the U.S. Department of Commerce's appropriate Country Desk Officer for advice and suggestions.

CHAPTER VII

SEVEN COMMON MISTAKES

The second part of this book, beginning with Chapter VIII, presents factual and historical background information on German trade fairs.

Before you go on to Part Two, you may find it helpful to review in this chapter, the underlying message of the preceding six chapters. The first chapters of this book focused on positive steps on the road to successful exhibiting. This chapter summarizes the main pieces of advice presented earlier and notes as well, some of the turning points on the road to exporting when Americans commit the "Seven Deadly Mistakes":

(1) Underestimating German fairs;
(2) Blurring distinctions between American and German fairs;
(3) Thinking negatively;
(4) Procrastinating;
(5) Wasting time during the fair;
(6) Not following-up after the fair;
(7) Playing down cultural differences.

MISTAKE ONE: Underestimating German Fairs

For an American determined to begin exporting to Germany, one basic mistake is worse than all others put together. That is to underestimate the dynamic potential German trade fairs have for expanding American exports. No comparable expenditure of time and money is likely to match the effectiveness of exhibiting in a German fair. Exhibiting brings a good American product into contact with the greatest possible number of German buyers and potential sales representatives from all over the world at precisely the right moment in a European buying cycle. Many of these professional buyers are in a position to place big orders on the spot. To ignore German fairs as a launching pad for American exports, or to put German trade fairs at the bottom of your list of export promotion vehicles is therefore tantamount to guaranteeing that more time and more money by far than is really necessary will be spent in other ways to establish a sales foothold in the Federal Republic of Germany and neighboring countries.

Few American businesses determined to export to Europe can afford to neglect German fairs. Contact the U.S. Department of Commerce, international banks, and German fair authorities. Read books and articles and generally keep up with developments in the German trade fair universe. The quickest way to overcome your skepticism is to actually visit a German international fair. Walk about, look and learn. No further argument will be needed to convince you that a German fair is where you have to be if you want to sell more and faster to Western Europe.

MISTAKE TWO: Blurring Distinctions Between German and American Fairs

Do not equate German trade fairs with American fairs or see the one as a carbon copy of the other. With some exceptions, a typical German international trade fair is everything that its American counterpart is, and considerably more. In both German and American fairs, the basic structure is the same: demonstration of products by a large group of manufacturers or their representative in order to sell to visitors. But, a frequent German criticism heard is that some American fairs are too much like conventions or a combination product exhibition and vacation, with the emphasis more on making new personal contacts and brushing up on old ones. Such personal contact-making takes place at German fairs as well. But every good exhibitor expects to make sales, during the three to-nine days he or she is displaying at trade fairs in the Federal Republic of Germany.

MISTAKE THREE: Thinking Negatively

To the businessperson who has never sold in Europe, the initial obstacles can appear formidable: languages and cultures are different and sometimes, can seem like insurmountable barriers. One message of this handbook is that American business representatives can count on a lot of help from the U.S. Department of Commerce, the U.S. and Foreign Commercial Service, and finally from the German trade fair organizations themselves. A host of people are at work to see you succeed in a German fair, if you seek their help. Do not underestimate the impact of all these forces which you can count on to make your appearance a success.

Behind each German international fair stands a smoothly running, highly effective fair authority. This authority is funded by local and regional government capital, and stays in business primarily by selling space to quality exhibitors from around the world. A fair authority cannot continue to function unless it brings American and other sellers and German and other European and overseas buyers into mutually profitable contact. The fact that "your" fair is being held at all tells you that one of the world's most successful marketing masters is waiting to help you enter the European marketplace.

One day spent exhibiting at a German trade fair, some say is equivalent to a month's effort spent in other ways trying to sell in Europe -- e.g., by writing letters, trying scheduling calls at European factories, etc.

MISTAKE FOUR: Procrastinating

Once you have made up your mind to give exhibiting a try, do not look back. Move ahead briskly and confidently. Do not put off the many things that need doing. Do not, for example, delay your request for exhibit space and hotel accommodations. If, however, it is now too late to exhibit in the next German fair, then at least go see it. Identify yourself right now to the German fair authorities. Count on them to think of ways to assist you in the future.

Visit your nearest U.S. Department of Commerce District Office (see Appendix B) and call the German Desk at the Department of Commerce in Washington early on. Ask if the U.S. Government is sponsoring or endorsing an official American pavilion in a German fair of interest to you. If so, a lot of the headache of arranging freight shipment, mounting a booth, arranging for advertising, etc. is taken off your hands by those who want to see you succeed in exporting.

If there is no U.S. pavilion in "your" fair, then set to work quickly to line up a freight forwarder and develop price information, preferably c.i.f. Europe. Make arrangements for an interpreter and hotel space. Sketch out a marketing strategy that makes the trade fair appearance your step towards a big leap into the European market. Make sure you know what the safety regulations and other standards are that cover your product. The more things you nail down before you leave the United States, the smoother things will be when you arrive in Europe.

MISTAKE FIVE: Aimlessness During the Fair

Try to arrive in Germany 3 full nights and 2 full days before the show opening. Early arrival allows you to settle into your hotel and learn the best routes to and from the fairgrounds. Meet with your interpreter as early as one or two days before the fair opens. Take time to contact the freight forwarder and make sure your exhibits have arrived in good order.

On the first day of the fair, rise early, put on comfortable shoes and arrange to meet your stand assistant/interpreter at least one hour before the scheduled opening of the fair. Conduct a final briefing with your aide on how best to present your product to visiting buyers. Make sure your stand is set up to display your product to its best advantage. Walk around the grounds and see what your competition has to offer. Notice at which stands the crowds tend to gather and which stands attract little attention. What are the reasons? Check you competitor's prices, catalogs, colors, styles, design features, level of technology. Inquire about their credit terms, delivery schedules, installation and servicing practices. Find out how they deal with the all important questions of replacement and spare parts for their equipment.

Towards the end of the fair, decide whether or not you want to exhibit again in the same fair next time, e.g.,6 months later, 1 year later, 2 years later, etc. If the answer is yes, then book now, before the fair ends.

Try for improved exhibit space next time. Make arrangements as well for future hotel accommodations. If you were satisfied with your stand assistant, make arrangements to have the same help the next time as well.

MISTAKE SIX: Not Following-Up After the Fair (or Being Too Slow About It)

Take a few days, or even a week or two, to follow up in Europe before you head for home. Now may be the best time to visit the head offices of your prospective sales representative for West Germany. Or, you may want to travel to other European countries to pursue a good contact you made during the show. Be sure that you have given your head office the clearest possible information about quantities, quality and delivery dates for any materials or goods you sold during the show.

Once back in the United States, contact the leads you developed during the fair. Fill your orders at once. If any letters or telexes come into your office from contacts made at the fair, be sure that your office follows up on them at once. The professional buyers whom you have just met may be deliberately testing you. They obviously liked your goods or they would not have contacted you. But the whole world is beating a path to West Germany's door and the buyers probably have two or three alternate sources in mind should you prove too slow in answering their inquiries.

Brief others in your company on your experience at the fair. Decide whether next time you want to enlarge the product line you display. What needs to be done before you display in another German fair? Should you commission market research? Should you have your product brochures translated into German and French, Italian and Spanish? Should you install a telex? (Probably yes since most Europeans expect it.)

MISTAKE SEVEN: Ignoring Cultural Differences

Behavioral differences between Americans and Germans are real. It is wise to recognize the main differences and keep them in mind. Here are some examples: Germans are very time-conscious. They practice and expect punctuality. Germans are conservative in their dress and reserved in the way they speak and behave. First names are not used with strangers. Be friendly, but also respectful, not familiar. Stay on your feet during business hours and do not eat in public view. (Note: there is a major exception - as you visit other booths, you will notice some of the larger and more elaborate booths are set up to offer snacks to guests, and some actually have built in dining facilities which may be visible from the public areas).

Conclusion

You should not ignore the nearly one hundred international trade fairs held each year in the Federal Republic of Germany and West Berlin. Pick the right fair. The U.S. Department of Commerce District Office located in your area, (see Appendix B), the Department of Commerce in Washington and the U.S. and Foreign Commercial Service in West Germany are at your service.

American companies contemplating participation in a German trade fair for the first time should consider one which has been certified under the Commerce Department's Certification Program. This indicates the fair authority has agreed to provide a number of services, has a sales office in the U.S., and has agreed to organize a U.S.A. group exhibit with no less than 20 American exhibitors. The fair organizer and Commerce will work together to help each exhibitor. Your Commerce Department contact can help you identify fairs participating in the Overseas Trade Fair Certification Program.

For many U.S. business representatives, prudent attention to the advice given in the first half of the book should lead to solid sales through exhibiting in Germany. Good luck!

PART TWO

BACKGROUND INFORMATION

ON

GERMAN FAIRS

CHAPTER VIII

COMMON FEATURES OF GERMAN FAIRS

This chapter introduces Part Two of GERMAN TRADE FAIRS: A HANDBOOK FOR AMERICAN EXHIBITORS AND EXPORTERS. Part One concentrated on the step-by-step "how-to" aspects of exhibiting at a trade fair in the Federal Republic of Germany and West Berlin. Part Two deals with the structure of German fairs and how they came to be the great international marketing events they are today.

This chapter focuses on those common features of German trade fairs which are of practical significance to American exporters.

Fairs in Germany are international, sales-oriented, product-specialized and intense marketing events which fit organically and by long tradition into the broader economic life of the Federal Republic of Germany. German fairs result from the interaction of five elements:

(1) a fair authority which owns or controls the exhibit space;
(2) a sponsoring body, sometimes the fair authority itself, but often a professional group representing a particular industry;
(3) exhibitors;
(4) products exhibited; and
(5) professional trade buyers.

In working with fairs, what are the principal common features you need to understand? This chapter looks at four key aspects of German trade fairs:

Aspect A: Market characteristics
Aspect B: Administrative structure
Aspect C: Services to buyers and sellers
Aspect D: The fair catalog

Aspect A. German Trade Fairs As Marketing Events

German trade fair organizations think of their fairs as true market places where buyers and sellers meet in the presence of the latest "state of the art," for the main purpose of doing business. Therefore the fair authorities make a deliberate effort to attract American exhibitors.

International Scope Of German Fairs

The majority of the larger German trade fairs held each year are officially "international." Most German fair authorities actively recruit non-German fair exhibitors and trade buyers throughout the world. Buyers are usually present from most of Western Europe, Eastern Europe as well as from other continents.

Fair Timing Related To Buying Cycles

Dates of trade fairs in Germany deliberately correspond to times when a maximum number of orders are placed by the various economic sectors served by the fairs.

Specialization By Product Themes

Most German international fairs are organized vertically according to one or a handful of product groups. The best fairs are usually open only to professional trade buyers or specific end-users rather than the merely curious and a fair authority often spends 25 percent or more of its annual operating budget to make sure that top European buyers appear in person.

Market Orientation Of A Fair's Internal Organization

The fair authority and the sponsoring organization (usually a leading German trade association representing manufacturers within a specific sector of industry) work closely together. Success is impossible without the cooperative planning of these two organizations which can represent, however, distinctly different interests. Both the fair administration and the sponsoring manufacturers' trade association can call upon the services of numerous economists, writers and industry analysts and other related expertise.

Media, Professional, And Public Attention To German International Trade Fairs

Independent market research organizations, trade journalists, free lance writers, university professors and students spend much time analyzing and critically examining German fairs. German television and the press report in detail on all the larger fairs. Specialized trade journals also produce lengthy reports on sales and trends at fairs.

German cities which host trade fairs also regard them as very important events. Usually the city is on the team of a fair's financial sponsors and can be part owner of the local fair authority since trade fairs assure brisk business for local hotels, public transportation, restaurants, and the entertainment sectors.

Aspect B. Administrative Structure Of German Trade Fairs

This section deals with very general features of a typical German trade fair, especially the roles of the fair authority and the fair sponsor, and the coordinating role of the German Council of Trade Fairs and Exhibitions (AUMA).

In the Federal Republic of Germany, a trade fair authority (also called "fair organization" or "fair administration") is, typically, a legally constituted independent business entity with limited liability. Often this company or corporation is supported and partially controlled by German city and/or state governments. Major decisions regarding a given fair's cycle, length, dates, product lines, etc. are normally made at fair headquarters by an advisory committee meeting at regular intervals. Members of this advisory committee can include representatives of the following organizations:

(a) the local trade fair authority,
(b) fair sponsors e.g., industry, manufacturers' or trade associations,
(c) German Council of Trade Fairs and Exhibitions (German acronym: "AUMA"),
(d) Organization for the Interest of German Trade Fair and Exhibition Cities (acronym: "IDFA"),
(e) German Federation of Chambers of Commerce and Industry (acronym: "DIHT"),
(f) Trade Association for Trade Fairs and Exhibitions (acronym: "FAMA"),
(g) Central Committee for Advertising (acronym: ZAW),
(h) other bodies, ad hoc.

After a fair's advisory committee has met and made the key decisions about theme, timing, etc. mentioned above, the fair authority then is the principal executor of the decisions, making detailed preparations for the fair and its promotion.

All leading German fair authorities have a presence in the United States, (see Chapter IX for address information). They are represented either by their own individual offices or by the Trade Fairs Department of the German American Chamber of Commerce, headquartered in New York, with branch offices in numerous American cities. Both types of U.S. representation can give an American inquirer roughly as much information as he or she would obtain directly from the headquarters in Germany (background literature, brochures, catalogs, statistical information, market trends, etc.)

The term "sponsoring organization" or "fair sponsor" can refer either to a product theme sponsor or a financial supporter. In the first sense, a sponsoring group (which can include numerous participating members representing various constituencies) merely rents space from a trade fair authority. In this context, the sponsoring organization is usually a German industrial, manufacturing, or trade association representing a specific branch of industry. In the case of footwear, for example, it is the Footwear Manufacturers' Association and the fair authority in Dusseldorf (Acronym: "NOWEA") which work together to organize the GDS International Footwear Fair in Dusseldorf. The trade association is responsible for the theme, i.e., product ideas and such concepts as the length of fair, fitting dates to the buying cycle, etc., while the fair authority is largely responsible for the technical organization and administration of the event.

Fairs are such serious civic events that it is not uncommon for the mayor of the city or even a minister of the Federal Government or Member of Parliament to open the event with a formal speech on economic trends before the press or television. At two German fairs held in 1979, former U.S. Secretary of State Henry Kissinger was the keynote speaker.

The Coordinating Role Of German Council Of Trade Fairs and Exhibitions (Ausstellungs und Messe-Ausschuss der Deutschen Wirtschaft e.V.; acronym: "AUMA")

"AUMA," which was formed in 1906, is the central coordinating organization (recognized by all German industry groups) for trade fairs and exhibitions in the Federal Republic of Germany and West Berlin. It functions somewhat like a sports commissioner in the United States. This organization controls the national calendar of events and publicizes German fairs worldwide. At the same time, it harmonizes and orchestrates competing exhibition interests of German industry groups. AUMA publishes a calendar of events projecting dates, venue, and title of trade fairs taking place three years into the future. Other AUMA publications present costs of renting space and statistical information on past German fairs. AUMA is funded by fees charged to exhibitors based on the number of square meters rented, and by grants from the German Federal Government.

Aspect C. Services Offered by German Trade Fairs

Fair authorities try to rent all of their available space to exhibitors. It is as an economically significant group of potential space renters, then, that Americans are important to the administrations of German trade fairs. Contracts and order forms are available in English, French, and other world languages. A potential U.S. exhibitor who writes a letter either to the fair administration in Germany or to its U.S. office will receive an English-language, standardized data package in reply. The actual contents of the package vary, of course, from fair authority to fair authority, but the basic information provided is the same.

The initial package will usually contain the following:

(a) general background details on the fair authority;
(b) map and layout of the fairgrounds;
(c) contractual conditions governing exhibiting and participation requirements;
(d) registration forms;
(e) brochures about the relevant fair;
(f) details on the individual fair in question.

Key information given about conditions on exhibiting might typically include:

(a) fair dates and opening hours;
(b) rental rates per square meter and type of stand available;
(c) other legal requirements;
(d) stand layout and technical conditions (height, weight loads, available utilities, etc.).

The initial information packet sent to American inquirers also sketches other major services and their costs provided by the fair authority. The American exhibitor is then able to budget for those services needed. Some services typically offered are:

(a) samples of general advertising material;
(b) postal services on the fairgrounds and telephone installation at the stand;
(c) parking, admission stickers;
(d) rental of furniture, refrigerators, electrical appliances and glass showcases;
(e) nighttime cleaning of exhibit and booth;
(f) temporary hire personnel, especially interpreters;
(g) arranging of hotel or other lodgings.

Fair authorities often also sponsor or provide other services which exhibitors can use during the exhibition, e.g.,

(a) on-the-spot banking;
(b) part-time interpreter services;
(c) seminars and professional meetings;
(d) access to conference and meeting rooms;
(e) special meetings on the fairgrounds of such international service clubs as Rotary, Lions, Jaycees, etc;
(f) day care for children.

The fair organization commits large funds to public relations work and advertising, doing all it can to bring exhibitors and visitors together for profitable business. Long before a fair opens, the fair authority places ads in leading trade journals and sends multilingual literature to the professional trade press in many countries. Circular letters go out to addresses held by the fair administration or fair sponsor in their central files. These letters enclose brochures and leaflets and are sent to thousands of targeted firms throughout Europe and elsewhere. This advertising campaign goes on throughout the year and is hard at work for American exhibitors long before their arrival.

Aspect D: The Fair Catalog

A few weeks in advance of each of their fairs and exhibitions, fair authorities issue an official catalog which contains, among other things, an alphabetical list of exhibiting firms, a categorized listing of goods, paid product advertisements, as well as names and locations of convenient banks, post offices, etc. The fair catalog is an indispensable, up-to-date source of information for all interested visitors and exhibitors, and it also serves as a reference source after the fair is over. Your company name (and booth number) is listed free of charge. In addition, the fair authority offers to an exhibitor, for a fee, the valuable opportunity to include their firm's name, address, and product line in the catalog. For these reasons, virtually every trade visitor coming to the fair arrives with a catalog in hand. Most visitors purchase a copy well in advance and use the catalog to organize and plan their visits to pretargeted exhibitors. Hall numbers, floor plans, and the location of individual exhibitors are also given. Should you receive a catalog in the "packet" sent by the fair administration in reply to your first inquiry 6 to 9 months before the fair, the catalog will undoubtedly be an old one from the previous show, to give you an idea of the scope of the fair.

Conclusion

German fair authorities are constantly at work fine tuning their advertising campaigns in a way that inevitably brings to the fair top-notch professional buyers in a position to buy anything appropriate that an American exhibitor has to offer. German trade fairs are highly competitive and stay in business only by offering good service to exhibitors and buyers alike. If you have made up your mind to exhibit in a German international trade fair, you can be sure that a very competent organization is at work for you to make your appearance an export success.

CHAPTER IX

THUMBNAIL SKETCHES OF LEADING GERMAN TRADE FAIRS

This chapter gives brief sketches of trade fair organizations and their fairs in the following eleven German cities:

1. Berlin (West)
2. Cologne
3. Dusseldorf
4. Essen
5. Frankfurt
6. Hamburg
7. Hanover
8. Munich
9. Nuernberg
10. Pirmasens
11. Stuttgart

The material about each organization is presented in the following format:

1. Offices in the Federal Republic of Germany and in the U.S.
2. U.S. Recruitment Program
3. History, Tradition, Exhibit Space
4. Selected Fairs for American Exhibitors
5. Hotels, Transportation, Parking, etc.

All information on the individual organizations has been carefully checked. A number of fairs are, however, changing personnel and adding new halls. Therefore, some of the material in this chapter may have a short shelf-life.

In the listings below, the words "fair" and "international" have been abbreviated or omitted to save space. If the fair has a well-known German short title or acronym, this is given before the product theme, stated in English. The month listed prior to the name of the fair is the month in which the event usually occurs.

WEST BERLIN

1. Offices In Germany

AMK Berlin Trade Fair and
Congress, Ltd.
(AMK Berlin Ausstellungs-
Messe-Kongress
GmbH -- "AMK")
Messedamm 22
D-1000 Berlin 19

Phone: (030) 3038-1
Telex: 182908
Cable: AMK Messe Berliln

Officers Responsible for
United States:
Walter Moslener, Chairman
Dr. Manfred Busche, Director
Hans Trautmannsberger,
Asst. Director

Offices in the United States

AMK Berlin
1735 "I" Street, N.W.,
Suite 718
Washington, D.C. 20006

Phone: (202) 659-0440
Telex: 64134

Contact:
Dieter von Schramm

2. U.S. RECRUITMENT PROGRAM

Berlin's AMK works hard and with increasing success to grow and to recruit U.S. exhibitors. Exhibitors' guides and literature on fairs and exhibitions are readily available in English. Berlin is also a major center for hosting professional congresses.

3. HISTORY, TRADITION, SPACE

After 1945, the old capital city was reduced to a kind of political island. The fairground and the famous Radio Tower had to be rebuilt. Leading Berlin fairs of interest include: International Tourism Exchange Fair and the Overseas Import Fair, "Partners for Progress." Berlin has a total covered exhibition space of 90,000 square meters representing 24 exhibition halls. An additional attraction to American exhibitors is the recently built Berlin Congress Center which is located adjacent to the fairgrounds.

4. SELECTED FAIRS FOR AMERICAN EXHIBITORS

Usually occurs in	Name/Theme	Cycle of Fair
January	Int'l Green Week Berlin	Annual
March	ITB Berlin - Int'l Tourism Exchange	Annual
March	GESUNDHEIT - Nutrition, Fitness, Environment Exhibition with Technical Supporting Program	Annual
April and October	BERLINER DURCHREISE - Int'l Fashion Fair	Semi-annual
April	WATER Berlin - Congress and Specialist Conferences, in conjunction with IFW - Int'l Water Fair (Quadrennial)	Triennial
May	MEDICAL CONGRESS Berlin - held in conjunction with Int'l Pharmaceutical and Medico-Technical Exhibition	Annual
August	Int'l Audio and Video Fair for Video, TV, and HiFi Equipment	Biennial
September	CAMP - Computer Graphics Applications for Management and Productivity	Annual
September	PARTNERS FOR PROGRESS - Overseas Import Fair	Annual
October	SURTEC Berlin - Int'l Exhibition and Congress for Surface Technology	Annual
November	TECHNOLOGY FORUM Berlin - Int'l Innovation Market Exhibition and Congress	Annual

5. HOTELS, TRANSPORTATION, PARKING, ETC.

Berlin has a large number of hotels and other accommodations (16,000 beds) stretched to capacity, however, at the time of major fairs and congresses. Americans are therefore advised to book lodgings 9 to 12 months in advance if possible. American exhibitors can book through either the Fair Authority or the city tourist office as follows:

Travel Office, AMK Berlin Trade Fair
and Congress, Ltd.
Messedamm 22
D-1000 Berlin 19

Phone: (030) 3038-1
Telex: 182908 amkbd
Cable: AMK Messe Berlin

Mrs. Vera Hasselbarth
Tourist Office, Berlin
Europa-Center
D-1000 Berlin 30

Phone: (030) 21234
Telex: 183356 vberd

Transportation to and from the fairgrounds is excellent; it takes about 20 minutes both from the airport and from the center of the city. The fairground also has about 40,000 square meters of parking space, so parking is generally no problem, although one may have to park a distance from one's destination.

Rotary, Lions, and other service clubs exist in West Berlin.

COLOGNE

1. Offices in Germany

Cologne Trade Fairs and
Exhibitions, Ltd. (Messe-
und Ausstellungs-
Gesellschaft mbH Koeln --
"Koeln Messe")
Postfach 210760
D-5000 Cologne 21

Phone: (0221) 8211
Telex: 8873426 a muad
Cable: Intermess Cologne

Officers Responsible for
United States:
Hans Wilke, Director
Wolfgang Lange, Director
Heinz J. Donnermeyer,
Asst. Director

Offices in the United States

Trade Fairs Department
German American Chamber
of Commerce
666 Fifth Avenue
New York, N.Y. 10103

Phone: (212) 974-8830
Telex: 234209
Cable: Geramecham New York

Contact:
Hans J. Teetz, Manager

2. U.S. RECRUITMENT PROGRAM

Cologne ranks among the top three West German trade fair organizations, with informative brochures about individual fairs, readily available in clearly written English. Cologne's New York office organizes groups of American companies into so-called "American pavilions" at notable savings to exhibitors.

3. HISTORY, TRADITIONS, SPACE

Since 1949, fairs in Cologne have concentrated on consumer goods -- especially those used inside the home (furniture, food, hardware, housewares, etc.) and clothing and sporting goods and now computers. The 203,300 square meters of fairgrounds contain 14 halls with 130,000 square meters of exhibit space.

4. SELECTED FAIRS FOR AMERICAN EXHIBITORS

Usually occurs in	Name/Theme	Cycle of Fair
January	MOEBELMESSE - Int'l Furniture Fair	Annual
January	ISM - Int'l Sweets and Biscuits Fair	Annual
February	DOMOTECHNICA - Int'l Fair for Household Appliances and Techniques, Kitchens	Annual
February and August	HERREN-MODE-WOCHE - Int'l Men's Fashion Fair	Semi-Annual
February and September	KIND + JUGEND - Int'l Trade Fair of Clothing, Furniture, Accessories and Needs for Children and Young People	Semi-Annual
March	EISENWARENMESSE - Int'l Hardware Trade Fair for Tools, Locks, Fittings, Building and D-I-Y Supplies	Annual
April	JOBTEX - Intl'l Trade Fair for Work Clothing, Uniforms, Traditional Costumes, and Linen	Biennial
April	* INT'L DENTAL SHOW	Biennial
April	OPTICA - Int'l Trade Fair for Ophthalmic Optics with Annual Congress	Biennial
April	HANDARBEIT - Int'l Trade Fair for Creative Textile Handicraft	Biennial
May	INTERZUM - Int'l Trade Fair for Furniture Production, Interior Design and Soft Furnishings, and Upholstery Machinery	Biennial
May	* ROOF & WALL - Int'l Trade Fair for Roof, Wall and Insulation Technology	Annual

* Location of Trade Fair varies.

June	IMB - Int'l Clothing Machine Fair	Triennial
June	INT'L COMPUTER SHOW - Small Computers for Business, Home and Leisure	Annual
September	SPOGA - Int'l Trade Fair for Sports Goods Camping Equipment and Garden Furniture	Annual
September	GARTENFACHMESSE - Int'l Garden Trade Fair	Annual
September	IFMA - Int'l Bicycle and Motorcycle Exhibition	Biennial
September	PHOTOKINA - World's Fair of Photography Photo-Cine-Video-Audiovision	Biennial
October	ORGATECHNIK - Int'l Office Trade Fair	Biennial
October	ANUGA - World Food Market; Int'l Trade Fair for Provisions, Fine Foods, Beverages for the Restaurant, Fast Food and Food Service/Catering Industries, with Technical Section for the Retail and Trade Grocery and Food Industry	Biennial
October	* MODEL RAILWAYS - Int'l Exhibition of Model Railways and Accessories	Triennial
November	S & B - Int'l Trade Fair for Sports, Swimming Pool and Leisure Facilities with Int'l Congress	Biennial
November	ART COLOGNE - Int'l Art Fair	Annual

* Location of Trade Fair varies.

5. HOTELS, TRANSPORTATION, PARKING, ETC.

Cologne's nearly 190 hotels (9,200 beds) are booked well in advance whenever Cologne hosts a large international fair. Americans should book early, preferably 12 months in advance. American exhibitors can book through either the Fair Authority or the city tourist office as follows:

Ms. Edith Gervink
Ms. Gabriele Kuschek
Travel Office, Cologne Trade Fairs
and Exhibitions, Ltd.
Postfach 210760
D-5000 Koeln 21

Phone: (0221) 821-2273/2275
Telex: 8873426 a muad
Cable: Intermess Cologne

Messrs. Stammel or Doumont
International Tourist
Office Cologne
(Verkehrsamt der Stadt
Koeln)
D-5000 Koeln 1

Phone: (0221) 2213345
Telex: 8883421 toc d

The Cologne airport is only a 15 minute drive from the fairgrounds. Many trains stop within 200 meters of the main entrance of the fair.

On the second day of each international fair held in Cologne, the Cologne Rotary Club holds a weekly meeting on the fairgrounds open to American visitors. Cologne also hosts other international service clubs.

DUSSELDORF

1. Offices in Germany

Dusseldorf Fair Authority,
Ltd. ("NOWEA")
Postfach 320203
D-4000 Dusseldorf 30

Phone: (0211) 45601
Telex: 8584853 mes d

Officers responsible for
United States:
Karl-Heinz Wismer, Director
Jochen Schleicher, Director

Representative for Dusseldorf:
Dirk Meumann, Executive Director

Offices in the United States

Dusseldorf Trade Shows
500 Fifth Avenue
New York, N.Y. 10103

Phone: (212) 840-7744
Telex: 42 86 52

2. U.S. RECRUITMENT PROGRAM

The Dusseldorf Trade Fair Organization (known as "NOWEA") is represented in the United States through its own office, Dusseldorf Trade Shows, Inc. based in New York. Dusseldorf Trade Shows recruits and organizes American exhibitor and visitor participation for the approximately 20 trade fairs held at the Dusseldorf fair grounds. Exhibitor participation through specially packaged U.S. group exhibits, feature small-to-medium sized American companies exhibiting under the American banner. Services for the U.S. group include pre-show promotion, booth design and layout, travel and housing arrangements, translations, freight forwarding and documentation, and post-show analysis. Exhibitors from the U.S. can also participate as individuals with Dusseldorf Trade Shows serving as the liaison to NOWEA. Visitors to the shows are actively recruited through brochures and advertisements in trade industry publications.

3. HISTORY, TRADITION, EXHIBIT SPACE

Dusseldorf has been a German fair city since 1811. Since 1951, Dusseldorf fairs have concentrated on capital goods, such as equipment used in connection with plastics, rubber, printing, packaging, mining, confectionary, metallurgical technology, etc. Important fairs are also held for women's clothing, leisure goods, boats, high fidelity and video and medical equipment. The 460,000 square meters of fairgrounds contain 153,600 square meters of covered exhibition space in 15 halls; an outdoor display area of 68,000 square meters is also available. This makes Dusseldorf number four among German fairs in exhibition space available, (after Hanover, Frankfurt and Cologne).

4. SELECTED FAIRS FOR AMERICAN EXHIBITORS

Usually occurs in	Name/Theme	Cycle of Fair
January	BOOT - Int'l Boat Show	Annual
February	ENVITEC - Int'l Fair and Congress for Environmental Protection Technology	Triennial
March and September	GDS- Int'l Footwear Fair	Semi-Annual
March and April	IGEDO - Int'l Women's Fashion Fair	Semi-Annual
April	WIRE - Int'l Wire and Cable Fair	Biennial
May	INTERHOSPITAL - German Hospital Exhibition	Biennial
May	DRUPA - Int'l Fair for Printing and Paper Machinery and Technology	Quadrennial
August	HIFIVIDEO - Int'l HiFi and Video Fair	Biennial
September and October	IGEDO DESSOUS - Trade Fair for Lingerie, Foundations, Swimwear	Annual
September	GLAS - Int'l Trade Fair for Machinery, Equipment and Applications for the Glass Industry	Biennial
October	INTERKAMA - Int'l Fair for Measuring and Industrial Instruments and Automatic Apparatus	Triennial
November	MEDICA - Int'l Congress and Exhibition for Diagnostic and Theraputic Equipment and Technology	Annual
November	K - Int'l Trade Fair for Plastics and Rubber	Triennial

5. HOTELS, TRANSPORTATION, PARKING, ETC.

Dusseldorf's 130 hotels have a capacity of 10,000 beds; during fair time, they have generally been booked well in advance. Whenever Dusseldorf hosts a large international fair such as "K" (plastics and rubber) or "DRUPA" (printing and paper), the city can offer up to 20,000 beds (including private accommodations) to fair visitors. Americans should book as early as possible, preferably at least 9 to 12 months in advance. American exhibitors can reserve rooms through either the Fair Authority, NOWEA, or the city office as follows:

Mrs. Hilbers or Mrs. Bartschat
Dusseldorf Fair Authority Ltd.
-NOWEA-
Postfach 320203
D-4000 Dusseldorf 30

Phone: (0211) 4560-1
Telex: 8584853 mes d
Cable: NOWEA Dusseldorf

Mr. Aloys Bruns
Tourist Association
(Verkehrsverein e.V.)
Postfach 8203
D-4000 Dusseldorf

Phone: (0211) 350505
Telex: 8587785

The Dusseldorf airport is only a ten-minute drive from the fairgrounds. The main train station (like the International Container station) is twenty minutes away from the fairgrounds by automobile. On one day of each international fair held in Dusseldorf, the city's Rotary Club holds a weekly meeting on the fairgrounds open to American visitors. Other international service clubs also meet in Dusseldorf.

ESSEN

1. Offices in Germany

Essen Fair Company
(Messe Essen GmbH), Messehaus,
Norbertstrasse 56
Postfach 100165
D-4300 Essen 1

Phone: (020) 7244-0
Telex: 8579647 mees d

Offices in the United States

Trade Fairs Department
German-American Chamber
of Commerce
666 Fifth Avenue
New York, N.Y. 10103

Phone: (212) 974-8830
Telex: 234209
Cable: Geramecham New York

Officers responsible for
United States:
Guenther Claassen, Director
Udo Tallarek, Manager
Alfons Jochems, Manager
Elmar Braun, Int'l Relations, Press Officer

2. U.S. RECRUITMENT PROGRAM

Essen is virtually in the center of Europe's most important economic region. With about 1,700,000 visitors per year, Essen ranks with the top German Fairs. There are roughly 20 to 25 events each year where thousands of exhibitors from over seventy countries exhibit their products. The number of American exhibitors and visitors is growing. The Messe Essen GmbH is represented in the United States through the German American Chamber of Commerce in New York.

3. HISTORY, TRADITIONS, SPACE

Essen has been a German Fair city since 1913. The 66,000 square meters of fairgrounds with its Congress Center and modern service facilities contains thirteen covered halls. It is in the city of Essen that 36 different fairs take place at different intervals. Fairs in Essen concentrate on two main subjects: international technical exhibitions (security, welding equipment) and consumer exhibitions with special attention to leisure and hobbies, such as 'Equitana'(Horse Riding), and 'Camping'

4. SELECTED FAIRS FOR AMERICAN EXHIBITORS

Usually occurs in	Name/Theme	Cycle of Fair
January	DEUBAU - Building Trade Fair with Congresses	Biennial
March	EQUITANA - Equestrian Sports, Horse Grooming, Riding	Biennial
April	ANIMEX - Int'l Exhibition for Animal Welfare and Breeding	Annual
May	ENTSORGA - International Trade Fair for Municipal Cleaning, Road Operating, Winter Cleaning and Waste Disposal Services.	Triennial
May	REIFEN - Int'l Trade Fair for Retreading, New Tires, Tire Trade, Tire and Chassis Unit Technology and Vulcanization	Biennial
September	SCHWEISSEN UND SCHNEIDEN - Int'l Welding Fair	Quadrennial
September	SECURITY - Security Equipment Exhibition with Congress	Biennial

October	CARAVAN SALON - Int'l Housetrailer and Caravans Exhibition	Annual
October	IKK - Int'l Trade Fair for Refrigeration and Air Conditioning (Held every odd numbered year in Essen, every even numbered year in Nuernberg.)	Biennial
November	BLECH - Int'l Sheet Metal Working Exhibition	Biennial

5. HOTELS, TRANSPORTATION, PARKING, ETC.

Essen's 70 hotels offer 3,500 beds. In addition, another 30,000 beds are available within driving distance in surrounding cities in the Rhine/Ruhr area. American exhibitors can reserve rooms through the Essen city tourist office as follows:

Mr. Theo Drexler
Essener Verkehrsverein
Haus der Technik
Am Hauptbahnhof
D-4300 Essen 1

Phone: (0201) 20401
Telex: 08579562

The Essen fairgrounds are favorably situated with respect to transport facilities and are easily accessible by car via the A 52 or A 43 autobahns, or nearby subway stations. The Essen main train station is about 19 minutes away from the fairgrounds by taxi or by street car. International air link: Dusseldorf airport is only a 20 minute drive from the Essen fairgrounds. The fairgrounds offer roughly 5,000 parking places. Essen hosts Rotary, Lions and other international service clubs whose meetings are open to qualified American exhibitors.

FRANKFURT

1. Offices in Germany

Frankfurt Fair Company
(Messe- und Ausstellungs
Frankfurt GmbH)
Postfach 970126
D-6000 Frankfurt/Main 97

Phone: (069) 75750
Telex: 4011558 Messe D

Directors: Dr. Horstmar Stauber
Dr. Christian Bartelt
Mr. Edgar Gido

Offices in the United States

Trade Fairs Department
German-American Chamber
of Commerce
666 Fifth Avenue
New York, N.Y. 10103

Phone: (212) 974-8830
Telex: 234209
Cable: Geramecham New York

Contact:
Philipp Hans

2. U.S. RECRUITMENT PROGRAM

Through the German-American Chamber of Commerce in New York, the Frankfurt fair is also represented in Atlanta, Chicago, Houston, Los Angeles, San Francisco and Washington, the addresses for which are available from the New York office.

3. HISTORY, TRADITION, SPACE

Frankfurt-on-the-Main is the ancient trade-fair city in Germany and has one of the longest and richest traditions among the trade-fair sites of Europe. International trade fairs have been held in this city for at least 750 years. In the year 1240, Ludwig, the Emperor at that time, granted Frankfurt the privilege to hold annual autumn fairs. Every year, between 12 and 15 international specialized fairs to the consumer and capital goods industries, as well as a certain number of regional market events are held in Frankfurt. These events are visited annually by nearly 2 million persons. The fairgrounds cover an area of 400,000 square meters; among them 260,000 square meters of covered exhibition space distributed among 10 halls, along with 50,000 square meters of open air exhibit space.

4. KEY FAIRS FOR AMERICAN EXHIBITORS

Usually occurs in	Name/Theme	Cycle of Fair
January	HEIMTEXTIL - Int'l Trade Fair for Home and Household Textiles	Annual
January	MICRO-COMPUTER	Annual
January	IMA - Int'l Amusement and Vending Machine Trade Fair	Annual
February	MUSIC FAIR - Int'l Trade Fair for Musical Instruments, Orchestral Electronics, Musical Accessories and Sheet Music	Annual
February/March and August	FRANKFURT INTERNATIONAL FAIR - Int'l Trade Fair for Consumer Goods, Gifts Jewelry, Housewares	Semi-Annual
March	ISH - Int'l Trade Fair for Sanitation, Heating, Air Conditioning Equipment	Biennial
April and October	INTERSTOFF - Int'l Trade Fair for Clothing Textiles	Semi-Annual
April	INTERNATIONAL FUR FAIR	Annual
April	IFFA - Int'l Trade Fair for the Meat Industry	Triennial

May	IWC - Int'l Laundry and Dry Cleaning Equipment Exhibition	Quinquennial
June	ACHEMA - Int'l Trade Fair for Chemical Apparatus	Triennial
September	IAA - Int'l Motor Show	Biennial
September	AUTOMECHANIKA - Int'l Trade Fair for Equipment for Motor Car Workshops and Service Stations, Motor Car Spare Parts and Accessories	Biennial
October	FRANKFURT BOOK FAIR	Annual
October	MARKETING SERVICES	Biennial
October	IKA HOGA - Int'l Trade Exhibition for Hotels and Restaurants/Culinary Art, Delicatessen, Fast Food	Biennial
November	AGRITECHNICA - Agricultural Equipment Exhibition	Biennial
Autumn	INTER AIRPORT - Int'l Trade Fair for Airport Construction, Ground and Air Cargo Handling Equipment, Communication and Electronic Systems and Airport Catering	Triennial

5. HOTELS, TRANSPORTATION, PARKING, ETC.

Frankfurt has a 16,500 hotel bed capacity within the city boundaries and 20,000 beds in hotels in the greater Frankfurt area plus 1,300 private home accommodations. American exhibitors can reserve rooms through:

Hotel Room Bookings
Frankfurt Fair Company
(Zimmernachweis der Messe- und Ausstellungs GmbH)
Postfach 970126
D-6000 Frankfurt/Main

The fairgrounds are located within the city boundaries and a reasonable walk or short cab ride from the main railway station. The Frankfurt Airport is a reasonable distance from the fairgrounds and can be reached in 20 minutes by rail or car. Approximately 20,000 parking spaces are to be found in the vicinity of the fairgrounds. Frankfurt has an active service club life open to Americans who are qualified members of Rotary, Lions, Kiwanis, and the Jaycees.

HAMBURG

1. Offices in Germany

Hamburg Fair and Congress Center Ltd. (Acronym: "HMC")
(Hamburg Messe und Congress GmbH-"HMC")
Postfach 302480
Jungiusstrasse 13
D-2000 Hamburg 36

Phone: (040) 3569-1
Telex: 212609

Paul Busse, Managing Director (Congresses)
Mr. Franz Zeithammer, Managing Director (Fairs)

Offices in the United States

Trade Fairs Department
German American Chamber of Commerce
666 Fifth Avenue
New York, N.Y. 10103

Phone: (212) 974-8830
Telex: 2 ,4209
Cable: Geramecham New York

International Trade Events/Fairs: Both the trade fair facilities as well as the Congress Center - "CCH" are managed by the Hamburg Messe and Congress GmbH. About 30 trade fairs and exhibitions are held in Hamburg every year, as well as between 300 and 400 congresses. The emphasis is placed on the organization of combined events, i.e. exhibitions with accompanying congresses.

2. U.S. RECRUITMENT PROGRAM

To date, the Hamburg Fair Authority appears to have had relatively more success attracting American participants to its conferences, technical meetings and symposia than in attracting American exhibitors to its trade fairs. Brochures about both congresses and fairs are available in English.

3. HISTORY, TRADITION, EXHIBIT SPACE

With a population of more than 1.7 million people, Hamburg is the largest city in the Federal Republic of Germany and one of Europe's wealthiest cities. It is also one of the oldest German trading cities. In 1973, Hamburg opened a new Congress Center; this facility is one of the most modern congress centers in Europe and can accommodate up to 3,000 participants.

The "HMC" concentrates on technological themes, such as ships and marine technology, oil pollution prevention, port planning and construction, as well as on consumer goods in such areas as pleasure boats, leisure time, and travel products. The 52,600 square meters fair grounds contain thirteen covered halls and 11,000 square meters of open air display areas. In terms of covered, exhibition area, Hamburg ranks ninth among West German fairs.

4. SELECTED FAIRS FOR AMERICAN EXHIBITORS

Usually occurs in	Name/Theme	Cycle of Fair
March	INTERNORGA - Int'l Trade Fair for the Hotel, Catering and Bakery Trades	Annual
April	IBA - Int'l Bakery Exhibition	Triennial
May	PORTEX - Int'l Port Exhibition featuring Harbour Construction, Harbour Technology and Harbour Organization Techniques, with Congress	Biennial
June	INTER-FAB - Int'l Trade Exhibition for Hospital and Medical Equipment and Supplies (held alternately in different cities)	Biennial
September	SMM - Int'l Trade Fair for Ship, Machinery and Marine Technology	Biennial
October	HANSEBOOT - Int'l Boat Show with EMTEC (Trade Days)	Annual

5. HOTELS, TRANSPORTATION, PARKING, ETC.

The fairgrounds and the Congress Center are located in the center of the city. The Hamburg Airport is only a 20 minute drive and the railway station "Dammtor" is a only 5 minute walk from the fairgrounds. About a hundred hotels and guesthouses with 7,000 beds can be found within a radius of 15 minutes walking distance. Accommodations should be booked 9 months to one year in advance. American exhibitors and visitors may reserve rooms through the Fair Authority, "HMC", the Hamburg Tourist Information Office or the Hamburg Hotel Reservation Office at the central train station:

Mr. Harold Nebel
International Relations Office
Hamburg Messe und Congress GmbH
Center Ltd. - "HMC"
Postfach 302360
D-2000 Hamburg 36

Phone: (040) 3569280
Telex: 212609

Hamburg Tourist Information
Office (Bieberhaus am
Hauptbahnhof)
D-2000 Hamburg 1

Phone: (040) 241234
Airport Arrival: 040-508457

Hotel Reservation Office at
Central Station
Kirchenallee/Hachmannplatz
Phone: (040) 326917

HANOVER

1. Offices in Germany

Hannover Fair Company
(Deutsche Messe- und
Ausstellungs A.G. Hannover)
Messegelaende
D-3000 Hanover 82

Phone: 0511-891
Telex: 922728
Cable: Hannovermesse

Offices in the United States

Mr. Joachim Schaefer
Hannover Fair USA, Inc.
P.O. Box 7066
103 Caregie Center
Princeton, N.J. 08540

Phone: (609) 987-1202
Telex: 510 101 1751

2. U.S. RECRUITMENT PROGRAM

The Hanover Fair is now among the top four German fair groups actively recruiting American exhibitors. All brochures advertising fairs in Hanover and all contract documents for exhibitions have English translations.

3. HISTORY, TRADITIONS, SPACE

Hanover is West Germany's largest fairground, covering 250 acres. The Hanover Fair Company was formed in August, 1947. Several international fairs are held every year in Hanover, but "Hanover" by itself usually means the giant annual horizontal "Hanover Industrial Fair" which covers the 500,000 square meters of covered exhibition space available in 23 halls and the 200,000 square meters of open air exhibition space.

4. SELECTED FAIRS FOR AMERICAN EXHIBITORS

Usually occurs in	Name/Theme	Cycle of Fair
February	DIDACTA - Int'l Trade Fair for Schools, Education and Training (location alternates between Hannover and Stuttgart)	Biennial
February	CONSTRUCTA - Int'l Building Trade Fair	Quadrennial
March	CEBIT - Int'l Office and Data Technology Fair	Annual

April	HANOVER INDUSTRIAL FAIR - World Center for Industrial Technology, including the following Trade Fairs:	Annual
	-World Market for Electronics and Electrical Engineering	Annual
	-World Light Show	Annual
	-Industrial Automation	Annual
	-Research and Technology	Annual
	-ICA - Int'l Center for Plant Engineering	Annual
	-New Materials	Annual
	-Subcontracting	Annual
	-Tools	Annual
	-Advertising and Publicity Centre	Annual
	-Energy	Biennial
	-Surface Treatment	Biennial
	-Factory Equipment	Biennial
	-CeREG - Center for Cleaning Technology, Waste Removal and Property Maintenance	Biennial
	-ASB - Power Transmission Control and Industrial Handling	Biennial
	-CeMAT - World Centre for Materials Handling Technology	Biennial
May	INTERSCHUTZ - Int'l Security Exhibition	Quadrennial
May	DLG - Int'l Agricultural Show	Biennial
May/ June	LIGNA - Int'l Trade Fair for Machinery and Equipment for Wood Industries	Biennial
June	ILA - Int'l Aerospace Exhibition	Biennial
June	HUHN & SCHWEIN - Int'l Exhibition for Pig and Poultry Production	Biennial
September	EMO - European Machine Tool Exhibition	Quadrennial
September	BIOTECHNICA - Int'l Trade Fair for Biotechnology	Annual
October	ITMA - Int'l Textile Machinery Exhibition	Quadrennial

5. HOTELS, TRANSPORTATION, PARKING, ETC.

The city of Hanover has 20 first class hotels and a total 7,000 bed capacity. During the Hanover Industrial Fair and CEBIT; another 22,000 beds are available in private homes. Hotel rooms should be booked at least a year in advance. American exhibitors can reserve rooms through either the Fair Authority or the city tourist office as follows:

Mr. Harald Rosenbaum
Hanover Fair Company
(Deutsche Messe- und
AusstellungsA.G. Hannover)
Messegelaende
D-3000 Hannover 82

Phone: (0511) 892462
Telex: 922788
Cable: Hannovermesse

Tourist Office
(Amt fuer Verkehrsfoerderung)
Friedrichswall 5
D-3000 Hanover 1

Phone: (0511) 1683145

The Hanover Airport is a 40 minute drive from the fairgrounds, while the main railway station is 15 minutes away from the fairgound by automobile. The fairground has its own rail station with ten platforms and, during many fairs, trains from most major cities in Germany run right into the fairgrounds. During most fairs in Hanover, a Rotary Club of Hanover holds a meeting at the fairgrounds and all Rotarians are welcome to join in. Other international service clubs are also represented in Hanover.

MUNICH

1. Offices in Germany

Munich Trade Fair Authority,
Ltd. ("MMG")
(Muenchener Messe- und
Ausstellungs gesellschaft
mbH- "MMG")
Postfach 121009
D-8000 Muenchen 2

Phone: (089)51071
Telex: 5212086 ameg d
Cable: AMEG Muenchen

Officers Responsible for
United States
Dr. Werner Marzin
Director General
Dipl.-Kfm. Gerd von Hoevel,
Director

Offices in the United States

Gerald G. Kallman
Associates
5 Maple Court
Ridgewood, N.J. 07950

Phone: (201) 652-7070
Telex: 710-730-5380 Goodword
jcty

Representative for Munich
Mr. Gerald G. Kallman

2. U.S. RECRUITMENT PROGRAM

The Munich Fair Organization (generally known as "MMG") is one of Germany's foremost in the priority it accords to recruiting exhibitors from the United States. Informative brochures about individual fairs are readily available in clearly written English. American group pavilions and special travel programs are organized by MMG's American agent.

3. HISTORY, TRADITION, EXHIBIT SPACE

Munich trade fairs feature high technology, sporting goods, building and industrial equipment, hotel and catering equipment. The "MMG" has long combined exhibitions with technical conferences in fairs such as Electronica, Productronica, Laser-Opto-Electronics, Systems, etc. The 117,000 square meters of fairgrounds contain 25 halls with 105,000 square meters of covered exhibit space; a large outdoor display area of 250,000 square meters is also available.

4. SELECTED FAIRS FOR AMERICAN EXHIBITORS

Usually occurs in	Name/Theme	Cycle of Fair
February	INHORGENTA - Trade Fair for Watches, Clocks, Jewellry, Precious Stones and Silverware and Related Manufacturing Equipment	Annual
February and September	ISPO - Int'l Sports Equipment Fair	Semi-Annual
March	IHM - Int'l Light Industries and Handicrafts Fair	Annual
March and October	MODE-WOCHE MUENCHEN - Int'l Fashion Fair	Semi-Annual
May	INTERBRAU - Fair for Beverage Technology	Triennial
May	COSMETICS - Int'l Trade Fair for Cosmetics, Health and Beauty Care with Accessories	Annual
June	ANALYTICA - Int'l Trade Fair for Analytical and Scientific Instruments, with Congress	Biennial
June	LASER-OPTO-ELEKTRONIK - Int'l Congress and Trade Fair	Biennial
July	INTERFORST - Int'l Trade Fair for Forestry and Round Timber Technology, with Congress	Quadrennial

June	TRANSPORT, Int'l Trade Fair for Freight and Passenger Transportation	Quadrennial
September	INTERMONTEC - Alpine Installations and Equipment for the Sports,Leisure and Tourist Trades	Biennial
September	IGAFA - Int'l Trade Fair for the Hotel and Catering Trades	Biennial
October	SYSTEMS - Int'l Trade Fair for Computers and Communication Equipment and Technology, with Congress	Biennial
November	PRODUCTRONICA - Int'l Trade Fair for Electronics Production	Biennial
November	ELECTRONICA - Int'l Trade Fair for Components and Assemblies in Electronics	Biennial

5. HOTELS, TRANSPORTATION, PARKING, ETC.

Munich's nearly 400 hotels (27,000 beds) are generally booked well in advance. Another 150 beds, offered during large international fairs, are available in private homes. It is advisable to book early, preferably 5 months to 1 year in advance. American exhibitors can reserve rooms through either the Munich Fair Authority ("MMG") or the city tourist office as follows:

Office for Fairs & Marketing
Munich Fairs & Exhibitions Ltd.
(Muenchener Messe- und
Ausstellungsgesellschaft
mbH- "MMG")
Postfach 121009
D-8000 Muenchen 12

Phone: (089) 5107-1
Telex: 5212086 ameg d
Cable: AMEG Muenchen

Mrs. Luise Danninger
International Tourist Office
(Fremdenverkehrsamt der
Landeshauptstadt Muenchen)
Rindermarkt 5
D-8000 Muenchen 2

Phone: (089) 2391238
Telex: 524801

The Munich airport is a 20 minute drive from the "Theresienhoehe" fairgrounds. The main train station is a 20 minute walk (or a 5 minute ride) from the fairgrounds. A total of 12,500 parking places are available to exhibitors and visitors. Munich hosts Rotary, Lions, and other international service clubs open to qualified American visitors.

NUERNBERG

1. Offices in Germany

Nuernberg Trade Fairs
and Exhibitions, Ltd.
(Nuernberger Messe- und
Ausstellungsgesellschaft
mbH- "NMA")
(for all fairs except
"TOYS")
Messezentrum
D-8500 Nuernberg 50

Phone: (0911) 8606-0
Telex: 623613 nma

Offices In the United States

Trade Fairs Department
German American
Chamber of Commerce
666 Fifth Avenue
New York, N.Y. 10103

Phone: (212) 974-8830
Telex: 234209
Cable Germecham New York

For the International Toy Fair

Internationale Spielwarenmesse
e.G., -- "ISM"
Messezentrum
D-8500 Nuernberg 50

Phone: (0911) 86621
Telex: 626271 ism d

Managing Director:
Dr. Benno Korbmacher

NOTE: All space at the fairgrounds in Nuernberg is owned by the "NMA." For the famous Toy Fair, the "ISM" organization rents space from the NMA.

2. U.S. RECRUITMENT PROGRAM

Nuernberg has two distinct fair organizations. One, the "NMA," owns the fairgrounds and stages all fairs and congresses except the annual Toy Fair. The other organization, the "ISM," runs the Toy Fair and rents the space on the fairgrounds from the "NMA", for this purpose.

The "NMA" was founded in 1974, while the separate "International Toys Fair" Authority (ISM) was founded in 1949. Both "NMA" and "ISM" are represented in the United States by the German-American Chamber of Commerce for all but one of its fairs, the "IWA" (sporting arms and hunting weapons); for this event, the "NMA" organization is exclusively represented by Salk International, (Suite 216, 4340 Campus Drive, Newport Beach, CA 92660, Phone: (714) 754-7255, Telex: 910-596-1852).

Information brochures about all fairs in Nuernberg are readily available in clearly written English. No special effort is made to attract U.S. exhibitors to the Toy Fair since all available exhibit space is traditionally sold out well in advance.

For the "IWA" International Trade Fair for Hunting and Sporting Arms, however, Nuernberg has succeeded in recruiting large numbers of U.S. exhibitors and visitors. This is also the trend for the "IKK" - International Refrigeration and Air Conditioning Equipment Exhibition.

3. HISTORY, TRADITION, SPACE

Nuernberg did not join the ranks of German fair cities until 1950 when the Toy Fair was founded. In 1973, the IWA (International Trade Fair for Hunting and Sporting Arms) and in 1980 the IKK (International Trade Fair for Refrigeration and Air Conditioning) were added. The fairgrounds encompass 320,000 square meters offering 12 halls with 85,000 square meters of covered exhibition space and 80,000 square meters of outdoor display area.

4. SELECTED FAIRS FOR AMERICAN EXHIBITORS

Usually occurs in	Name/Theme	Cycle of Fair
January/February	INT'L TOY FAIR with Special Exhibitions for Model Construction, Kits and Hobby Crafts	Annual
March	IWA - Int'l Trade Fair for Hunting and Sporting Arms and Accessories	Annual
October	IKK - Int'l Trade Fair for Refrigerating and Air Conditioning (Held every even numbered year in Nuernberg, every odd numbered year in Essen.)	Annual
October	FAMETA - Int'l Trade Fair for Metal Working Machinery	Biennial
November	BRAU - Trade Exhibition for the Brewery and Beverage Industries	Annual

Note: The IKK is held in Essen in 1985 and is organized by NMA. Dates: October 24-26, 1985 (IKK is to be held in Nuernberg every even numbered year alternating with Essen).

5. HOTELS, TRANSPORTATION, SPACE, ETC.

At present, Nuernberg can offer 6,700 beds in 148 hotels. Another 4,000 beds are available in the greater Nuernberg area. For the Toy Fair and the IWA Fair, lodgings should be booked as early as possible, preferably 1 year in advance. American exhibitors can book through the Nuernberg city tourist office or through official representatives as follows:

Verkehrsverein Nuernberg
Eilgutstr. 5
D-8500 Nuernberg 70

Phone: (0911) 2336-0
Telex: 623558 vvnue d

for "IWA":
Salk International Inc.
Suite 216
4340 Campus Drive
Newport Beach, CA 92660

Phone: (714) 754-7255
Telex: 910 5961852

The fairgrounds are a 20 minute drive from Nuernberg Airport and 10 minutes from the main train station and downtown Nuernberg. The fairgrounds are easily accessible by subway or taxi. Helicopter shuttle service is also available.

Four Rotary Clubs exist in Nuernberg, which may be visited by qualified American members. Other international service clubs also exist in Nuernberg.

PIRMASENS

1. Offices in German

Pirmasens Trade Exhibitions, Ltd.
(Pirmasenser Messe GmbH)
Wasgauhalle-Messegelaende
D-6780 Pirmasens

Phone: (06331) 64041
Telex: 452486
Cable: no cable address

Officer Responsible for United States
Heinrich Gruber, Director

Offices In the United States

Not yet represented in the U.S.

2. U.S. RECRUITMENT PROGRAM

Among German fairs, Pirmasens is currently moderately significant as a vehicle for expanding U.S. exports. The Pirmasens Fair Authority specializes in footwear and leather. It organizes two international leather fairs of interest to Americans: (1) The Pirmasens International Leather Exhibition (Pirmasenser Lederwoche International -- "PLW") is widely regarded as the most important fair of its kind in Europe; and (2) the International Footwear Manufacturing Fair (Internationale Messe fuer Schuhfabrikation -- "IMS") is viewed by some as the largest and most significant of its kind in the world. Foreign participation has increased greatly in recent years in both events and informative brochures are readily available in clearly written English.

3. HISTORY, TRADITION, SPACE

Pirmasens, the geographic center of the German shoe industry, presented its first exhibition in September, 1949 when the products of 71 exhibitors were displayed to 30,000 visitors. The number of visitors has increased greatly with each subsequent fair. The first "Shoe, Leather and Machinery Exhibition" was held in 1955; in 1970, it was given its current name -- "IMS: International Footwear Manufacturing Fair." The number of visitors from abroad has steadily increased, reaching 45,000 in 1979 (more than 50 percent of all visitors to the fair). The Pirmasens fair has a total 37,500 square meters of covered floor space in twelve exhibition halls. Space should be booked well in advance. The IMS currently requires 11 months notice and the PLW requires 4 to 6 months advance booking . The PLW has become one of the leading leather fairs in Europe in recent years. Leather of all kinds, synthetic materials, shoe decorations, prefinished soles, and fashion accessories are presented. In size of covered exhibit space, Pirmasens ranks 11th among West German fairs.

4. SELECTED FAIRS FOR AMERICAN EXHIBITORS

Usually occurs in	Name/Theme	Cycle of Fair
May	IMS - Int'l Footwear Manufacturing Fair	Triennial
May and November	PLW - Pirmasens Int'l Leather Exhibition	Semi-Annual

HOTELS, TRANSPORTATION, PARKING, ETC.

The footwear town of Pirmasens is located in southwest Germany. The city is not easily accessible. However, special rail, air, and bus services are added for the convenience of exhibitors and visitors during a fair. Adequate parking space at the fairgrounds is also available. The Pirmasens Trade Fair Authority supplies multilingual brochures upon request. Hotel accommodations are also booked well in advance, but special commuter trains to and from Frankfurt are scheduled during fairs so overnighting in Frankfurt is possible.

Information on hotels should be requested from:

Pirmasenser Messe GmbH
Wasgauhalle
D-6780 Pirmasens

Phone: (06331) 64041
Telex: 452 468

STUTTGART

1. Offices in Germany

Stuttgart Trade Fairs and
Exhibitions, Ltd.
(Stuttgarter Messe- und
Kongress-GmbH -- "SMK")
Postfach Box 990
D-7000 Stuttgart 1

Phone: (0711) 25891
Telex: 722584 killb
Cable: Killesberg Stuttgart

Responsible for United States

Director (for Fairs)
Dr. Walter Gehring
Dr. R.R.Voegele
Director (for Congresses)

Offices in the United States

German American Chamber of
Commerce
666 Fifth Avenue
New York, N.Y.10103

Phone: (212) 974-8830
Telex: 234200
Cable: Germecham New York

Representative for Stuttgart
Mr. Peter W. Vassiliere,
Executive Vice President

2. U.S. RECRUITMENT PROGRAM

The Stuttgart Fair Organization is active in recruiting American exhibitors, and is looking with increasing success for new ways to attract more Americans.

3. HISTORY, TRADITION, EXHIBIT SPACE

Stuttgart has been a German fair city since 1856. Since 1950, Stuttgart's generally non-international trade fairs have spotlighted important industrial sectors such as engineering, hotel, restaurant and catering equipment, domestic shutters and blinds, security equipment, and equipment for wine production and vine growing. The 65,000 square meters of fairgrounds contain 14 halls with 45,000 square meters of covered exhibit space. This makes Stuttgart the 10th largest German fair in terms of covered exhibition area.

4. SELECTED FAIRS FOR AMERICAN EXHIBITORS

Usually occurs in	Name/Theme	Cycle of Fair
January	CMT - Int'l Exhibition for Caravaning, Motoring, Tourism	Annual
February	DIDACTA - Int'l Trade Fair for Schools, Education and Training (location alternates between Stuttgart and Hannover)	Biennial
March	R - Int'l Trade Fair for Blinds and Sun Protection Products	Triennial

March	INTHERM - Int'l Trade Fair for Energy and Engineering Appiications	Biennial
April	INTERGASTRA - Int'l Fair for the Hotel, Catering and Bakery Trades	Biennial
May	INTERVITIS - Int'l Trade Fair for Vinegrowing, Wine Production, Bottling and Packaging Techniques with German Winegrowers' Congress	Triennial
May	CAT - Computer Aided Technologies in Manufacturing and User Congress	Annual
June	TELMATICA - Trade Fair and Professional Congress on Videotex, Cable-Communication, Microcomputers, Wide-band Technology, Office Communications, and Broadcasting.	Biennial
September	AMB - Metalworking Exhibition	Biennial
October	ELTEFA - Trade Fair for Electronical Engineering & Electronics	Biennial
October	HOBBY ELEKTRONIK - Exhibition for Practical Electronics. Minicomputers and Model Building	Annual

HOTELS, TRANSPORTATION, PARKING, ETC.

Wealthy Stuttgart, the capital of the German State of Baden-Wuerttemberg, lies in the center of Europe. Stuttgart is well known for its ballet, theaters, and museums. Stuttgart's roughly 100 hotels have a capacity of 7,000 beds in the downtown area and another 4,000 beds in its suburbs. Accommodations should be booked at least 6 months in advance through:

Stuttgart Tourist Office
(Verkehrsamt der Stadt Stuttgart)
Herr G. Voigt
Postfach 870
D-7000 Stuttgart 1

Phone: (0711) 2228-240
Telex: 723854

Stuttgart International Airport, "Echterdingen," is a 30-minute drive from the "Killesberg" fairgrounds. The main train station is only about 10 minutes away from the fairgrounds by taxi. A direct bus service from the train station is also available every 15 minutes. The fairgrounds offer sufficient parking space. Rotary, Lions, and other service clubs are hosted in Stuttgart. Their meetings are open to qualified Americans.

CHAPTER X

HISTORY AND FUTURE OF GERMAN TRADE FAIRS

Some details of the history of individual German fairs appear in chapter IX, "Thumbnail Sketches of Leading German Trade Fairs." This chapter outlines the main developments in German fairs through the ages and concludes with a few words about the likely future for German trade fairs.

Trade fairs display characteristics of two well-known forms of human experience: public assembly and selling. As only one of a number of selling instruments, a trade fair is a bigger version of the age old weekly market. Markets, for their part, are but one form of trading.

Unlike certain other forms of trading however, markets in Europe and trade fairs are also public events. Like the theater, religious worship, circuses and political rallies, trade fairs are sizeable numbers of persons together at a fixed place and date to ensure personal interaction.

More is known about the early history of European "trading" than of European "trade fairs." It can be speculated with some assurance that Italian, Syrian, Egyptian, and Greek traders taught the Germanic tribes the Roman-Mediterranean approach to trading in general. There is less certainty about early trade fairs.[1]

The written history of Germans and trade fairs begins about 230 years after the fall of Rome (476 A.D.). It is known that in the year 710 A.D., more than 700 Frisian traders visited a fair at St. Denis on the Seine in northern France. These Frisians lived in a Germanic-language area now divided between the Netherlands and Germany.

In the early Middle Ages, French trade fairs were held not only at St. Denis but also in the Champagne district of northern France where they reached a peak of activity in the 12th Century. In that century, a merchant traveling from Germany could visit as many as six different fairs in a single year.[2] At the Champagne fairs, traditions and regulations grew up (covering, for example, terms of payment and the delivery of goods) which were widely imitated at fairs which were later set up on German soil.

Among the not inconsiderable number of fairs in Germany in the Middle Ages, two dominated in prestige. Frankfurt held a leading position from the 11th until the 15th Century; but from then until the division of Germany in 1945, the fair at Leipzig remained number one in Germany.

The first "offices" were also organized in the Middle Ages. At trade fairs themselves, supporting services for visiting merchants improved. Life after trading hours became known for banquets, dancing, and general merrymaking. With the advent of printing and advancing literacy in Central Europe, prosperous merchants tended to remain at their headquarters in Vienna, Frankfurt, or Augsburg, surrounded by warehouse attendants, assistants, clerks, and bookkeepers. Trade was increasingly conducted at a distance on the basis of written orders.

By the time of the Renaissance, individual fairs had established effective, well-known trading cycles and administrative practices. Fairs had also come to terms with banking and credit. The Thirty Years War (1618-1648) disrupted and brought to a virtual end a European trade fair tradition which had developed since at least 710 A.D.[3]

The 1000th anniversary of the St. Denis fair of 710 saw another landmark in the history of European fairs. For in 1710, there appeared a pioneer trade fair classic: Paul Jacob Marperger's Description of Markets and Fairs. This lengthy work described a number of fairs in all parts of Europe. It also included practical tips to readers on how to succeed in exhibiting.[4]

During the decades following Marperger's book, Great Britain developed a lead in political, scientific, technological, and economic innovations. In Central Europe, the English model of producing goods by machines in factories increasingly replaced cottage handicrafts.

The machine production perfected during the Industrial Revolution made possible the late 19th Century "samples" fairs which to this day constitute the prevailing norm for contemporary German exhibiting. Machine production, unlike the craftsmanship of an individual artisan, could turn out scores, even hundreds of identical "samples" of the same product line.

But the transition to the samples fair was preceded by events of other kinds: first, a series of agricultural expositions in 18th Century France, then the Dusseldorf Industrial Exposition of 1811, the Paris Industrial Exhibition of 1823 and, above all, the London Exposition of 1851. The London event opened a new age in "state-managed" exhibitions of capital goods. And with its new architectural forms and more modern approach to finance and management, the 1851 Exposition spawned a whole series of imitators -- including the well-known series of World Fairs.[5] The 19th Century strengthened or set in motion three tendencies in the evolution of German trade fairs: product specialization, display of samples only, and finally, internationalism.

Roman markets were often specialized by product: fish market, oil market, grain market etc. And even in the Middle Ages, some German fairs focused on a narrow range of products. One of the strongest trends in German fairs in the last 90 years has been their movement away from across-the-board, universal displays of all the products which a particular region produces toward vertical concentration on one or more interrelated product themes. The 1889 Nutrition and Household fair in Cologne is sometimes cited as a clear, modern example of the trend toward product specialization. The trend to thematic specialization is now in full swing in Germany.[6]

The Leipzig fair of 1890, though a universal rather than a specialized event, is generally credited with being the first major European fair in modern times to sell solely on the basis of machine-made "samples."[7] All German fairs now sell through the display of samples against which orders for future delivery are placed.

Internationalism has been an important component of major European exhibitions and fairs since the 1851 London Exposition. Internationalism expresses itself not only in the growing number of foreign exhibitors and visiting buyers but in the consciousness of a need to regulate national trade calendars. Thus, as early as 1912, 17 nations sent delegates to Paris to lay out an international agreement on rules in scheduling major events.[8] This international cooperation is now well advanced.

German Fairs Today

No German fair now has the undisputed preeminence which those in Frankfurt and Leipzig enjoyed in their day. Rather, a host of German fairs now operate with multi-million dollar annual budgets and in one or two cases, they compete head-on for international visitors and exhibitors. All German fairs are increasingly managed as "big business" by a cadre of like-thinking executives.

The Future of German Fairs

Modern fair managers in Gemany receive no lack of advice on how to go about reshaping their venerable institutions to better serve the needs of modern business. Steps will probably be taken to further humanize the interior settings at exhibition halls. Noise can be decreased, ventilation improved. Exhibitors will probably find themselves forced to provide more attractive "business alcoves" for their visitors. Some observers think that, in the future, German fair managers will place growing emphasis on the educational and communication roles of fairs.[9] At the same time exhibitors may come to expect fewer and fewer on-the-spot sales as visitors develop the attitude that their attendance at fairs is only one part of a highly complex buying process. One vision of German fairs of the future sees trade buyers visiting fairs to learn, to gather literature, to compare, with an eye to a final purchasing decision by a higher executive in the company some weeks after the fair ends.[10] For the moment, however, German fairs still do vastly more on-the-spot business than their American counterparts.[11] They will become shorter and continue to become specialized by product theme, and their international character will intensify.

Finally, German trade fair managers from now until the end of the century will probably devote far more time and resources than in the past to attracting American exhibitors. This trend naturally favors the new-to-fairs American exporter.

Notes to Chapter X

(1) The presentation in this chapter is most heavily influenced by Guenter D. Roth: Messen und Maerkte ("Fairs and Markets"), Munich, 1965, and by J.M.H. Huynen, Trends in Trade Fairs, Valkenburg, 1973. The work by Huynen, a translation from Dutch, gives an historical overview.

(2) Roth, op. cit., p. 18.

(3) Roth, op. cit., pp. 23-45. Karl Erich Haeberle, Erfolg auf Messe und Ausstellungen, Stuttgart-Degerloch, 1967; page 17 touches on the extraordinary importance of printed books in the development of trade fairs. Books were perceived on their first appearance as something new and revolutionary. They were the first machine produced goods of which it was true that each copy was essentially identical with every other (making conceptually possible the later "samples" fair). In addition, books as fair catalogs also played a pioneering role in trade fairs after the Renaissance. The first known fair catalog appeared in 1564 (Maurer, Missa Profana, p. 79).

(4) Roth, op. cit., p. 46-48.

(5) For the significance of the 1851 London Exposition, see Utz Haltern, Die Londoner Weltausstellung von 1851, Muenster, 1971, passim, Werner Plum, World Exhibitions in the 19th Century, Hildesheim, 1977, pp. 67-70.

(6) On the 1889 Cologne Nutrition and Household fair, see Roth op. cit., p. 56. On the current trend toward specialization, see Otto Walter Haseloff, Messen Heute, AUMA, Cologne, 1980, p. 18 and elsewhere.

(7) Peter von Wedel, Messen: Vom Markt zum Marketing, Munich, 1965, p. 16; Haseloff, op. cit., 18.

(8) Roth, op. cit., p. 62.

(9) Wedel, op. cit., 67-69; Haseloff, op. cit., p. 34f.

(10) Haseloff, op. cit., 38.

(11) Charles T. York, "Launching U.S. Exports at German Trade Fairs," Commerce in Germany, May 1979, p.14.

Appendix A

U.S. and Foreign Commercial Service Offices in the Federal Republic of Germany and West Berlin

BONN
Commercial Office
American Embassy
Deichmanns Aue 29
D-5300 Bonn 2

Phone: (0228) 3392760
Telex: 885 455

DUSSELDORF
American Consulate General
Commercial Office
Cecilienallee 5
D-4000 Dusseldorf 30

Phone: (0211) 490081
Telex: 8584246

FRANKFURT
American Consulte General
Commercial Office
Siesmayerstrasse 21
D-6000 Frankfurt/Main 1

Phone: (069) 740071
Telex: 412589

HAMBURG
American Consulate General
Commercial Office
Alsterufer 27/28
D-2000 Hamburg 36

Phone: (040) 441061
Telex: 213777

MUNICH
American Consulate General
Commercial Office
Koeniginstrasse 5
D-8000 Muenchen 22

Phone: (089) 23011
Telex: 522697

STUTTGART
American Consulate General
Commercial Office
Urbanstrasse 7
D-7000 Stuttgart 1

Phone: (0711) 210221
Telex: 722945

WEST BERLIN
US Mission
Commercial Office
Clayallee 170
D-1000 Berlin 33 (Dahlem)

Phone: (030) 8197561
Telex: 183701

Regional Export Development Office, Europe (REDO/E)
American Embassy
Deichmanns Aue 29
D-5300 Bonn 2

Phone: (0228) 3392082
Telex: 885624

Names of cities with U.S. Consulates General, housing U.S. & Foreign Commercial Service offices, are underlined. Consular Districts generally follow state (Land) boundaries, except for Hamburg and Frankfurt*

502687 11-75

*Hamburg includes Schleswig-Holstein, Bremen and Lower Saxony and Frankfurt includes Rhineland Palatinate and the Saarland.

U.S. DEPARTMENT OF COMMERCE DISTRICT OFFICE DIRECTORY
INTERNATIONAL TRADE ADMINISTRATION
U.S. AND FOREIGN COMMERCIAL SERVICE

Paula Unruh, Acting Director General
U.S. and Foreign Commercial Service
Room 3804, HCH Building
14th & Constitution Avenue, N.W.
Washington, D.C. 20230
Area Code 202 Tel 377-0725
FTS 377-0725

ALABAMA

***Birmingham**—Gayle C. Shelton, Jr., Director, Third Floor, Berry Building 2015 - 2nd Avenue, North 35302, Area Code 205 Tel 254-1331, FTS 229-1331

ALASKA

Anchorage—Richard Lenahan, Director 701 C Street, P.O. Box 32, 99513, Area Code 907 Tel 271-5041, FTS 8 907 271-5041

ARIZONA

Phoenix—Donald W. Fry, Director, Federal Bldg. & U.S. Courthouse 230 North First Ave., Rm. 3412, 85025, Area Code 602 Tel 261-3285, FTS 261-3285

ARKANSAS

Little Rock—Lon J. Hardin, Director Suite 635, Savers Federal Building, 320 W. Capitol Avenue, 72201, Area Code 501 Tel 378-5794, FTS 740-5794

CALIFORNIA

Los Angeles—Daniel J. Young, Director, Room 800, 11777 San Vicente Boulevard 90049, Area Code 213 Tel 209-6707, FTS 793-6707

- **Santa Ana**—116-A W. 4th St., Suite #1 92701, Area Code 714 Tel. 836-2461, FTS 799-2461
- **San Diego**—P.O. Box 81404, 92138, Area Code 619 Tel 293-5395, FTS 895-5395

***San Francisco**—Betty D. Neuhart Director, Federal Building, Box 36013, 450 Golden Gate Avenue 94102, Area Code 415 Tel 556-5860, FTS 556-5868

COLORADO

***Denver**—Samuel J. Cerrato, Director, Room 119, U.S. Customhouse, 721-19th Street, 80202, Area Code 303 Tel 844-3246, FTS 564-3246

CONNECTICUT

***Hartford**—Eric B. Outwater, Director, Room 610-B, Federal Office Building, 450 Main Street 06103, Area Code 203 Tel 722-3530, FTS 244-3530

DELAWARE

Serviced by Philadelphia District Office

DISTRICT OF COLUMBIA

Serviced by Baltimore District Office

FLORIDA

Miami—Ivan A. Cosimi, Director, Suite 224, Federal Building, 51 S.W. First Avenue 33130, Area Code 305 Tel 350-5267, FTS 350-5267

- **Clearwater**—128 North Osceola Avenue 33515, Area Code 813 Tel 461-0011
- **Jacksonville**—3 Independent Drive, 32202, Area Code 904 Tel 791-2796, FTS 946-2796
- **Orlando**—75 East Ivanhoe Blvd. 32802, Area Code 305 Tel 425-1247
- **Tallahassee**—Collins Bldg., Rm. G-20, 107 W. Gaines St., 32304, Area Code 904 Tel 488-6469, FTS 946-4320

GEORGIA

Atlanta—(Vacant) Suite 504, 1365 Peachtree Street, N.E. 30309, Area Code 404 Tel 881-7000, FTS 257-7000

Savannah—James W. McIntire, Director, 27 E Bay Street P.O. Box 9746, 31401, Area Code 912 Tel 944-4204, FTS 248-4204

HAWAII

Honolulu—Stephen K. Craven, Director 4106 Federal Building, P.O. Box 50026, 300 Ala Moana Boulevard 96850, Area Code 808 Tel 546-8694, FTS 8 808-546-8694

IDAHO

- **Boise**—(Denver, Colorado District) Statehouse, Room 113, 83720, Area Code 208 Tel 334-2470

ILLINOIS

Chicago—Joseph F. Christiano, Director, 1406 Mid Continental Plaza Building, 55 East Monroe Street 60603, Area Code 312 Tel 353-4450, FTS 353-4450

- **Palatine**—W.R. Harper College, Algonquin & Roselle Rd., 60067, Area Code 312 Tel 397-3000, x-532
- **Rockford**—515 North Court St., P.O. Box 1747, 61110-0247, Area Code 815 Tel 987-8100

INDIANA

Indianapolis—Mel R. Sherar, Director, 357 U.S. Courthouse & Federal Office Building, 46 East Ohio Street 46204 Area Code 317 Tel 269-6214, FTS 331-6214

IOWA

Des Moines—Jesse N. Durden, Director, 817 Federal Building, 210 Walnut Street 50309, Area Code 515 Tel 284-4222, FTS 862-4222

KANSAS

Wichita (Kansas City, Missouri District)—River Park Place, Ste. 565, 727 North Waco, 67203, Area Code 316 Tel 269-6160, FTS 752-6160

KENTUCKY

Louisville—Donald R. Henderson, Director, Room 636B, U.S. Post Office and Courthouse Building 40202, Area Code 502 Tel 582-5066, FTS 352-5066

LOUISIANA

New Orleans—Paul Guidry, 432 International Trade Mart, No. 2 Canal Street 70130, Area Code 504 Tel 589-6546, FTS 682-6546

MAINE

- **Augusta (Boston, Massachusetts District)**—1 Memorial Circle, Casco Bank Bldg. 04330, Area Code 207 Tel 622-8249, FTS 833-6249

MARYLAND

Baltimore—LoRee P. Silloway, Director 415 U.S. Customhouse, Gay and Lombard Streets 21202, Area Code 301 Tel 962-3560, FTS 922-3560

- **Rockville**—101 Monroe St., 15th Floor, 20850, Area Code 301 Tel 251-2345

MASSACHUSETTS

Boston—Francis J. O'Connor, Director 10th Floor, 441 Stuart Street 02116, Area Code 617 Tel 223-2312, FTS 223-2312

MICHIGAN

Detroit—George R. Campbell, Director, 445 Federal Building, 231 West Lafayette 48226, Area Code 313 Tel 226-3650, FTS 226-3650

- **Grand Rapids**—300 Monroe N.W., Rm. 409 49503 Area Code 616 Tel 456-2411 FTS 372-2411

*** DENOTES REGIONAL OFFICE WITH SUPERVISORY REGIONAL RESPONSIBILITIES**
• DENOTES TRADE SPECIALIST AT A BRANCH OFFICE

MINNESOTA

Minneapolis—Ronald E. Kramer, Director, Dir. 108 Fed. Bldg. 110 S. 4th St., 55401, Area Code 612 Tel 349-3338, FTS 787-3338

MISSISSIPPI

Jackson—Mark E. Spinney, Director, Jackson Mall Office Ctr., Ste. 328, 300 Woodrow Wilson Blvd., 39213, Area Code 601 Tel 960-4388, FTS 490-4388

MISSOURI

* **St. Louis**—Donald R. Loso, Director, 120 South Central Avenue 63105, Area Code 314 Tel 425-3302-4, FTS 279-3302

Kansas City—James D. Cook, Director, Room 635, 601 East 12th Street 64106, Area Code 816 Tel 374-3142, FTS 758-3142

MONTANA

Serviced by Denver District Office

NEBRASKA

Omaha—George H. Payne, Director, Empire State Bldg., 1st Floor, 300 South 19th Street, 68102, Area Code 402 Tel 221-3664, FTS 864-3664

NEVADA

Reno—Joseph J. Jeremy, Director, 1755 E. Plumb Lane, #152, 89502, Area Code 702 Tel 784-5203, FTS 470 5203

NEW HAMPSHIRE

Serviced by Boston District Office

NEW JERSEY

* **Trenton**—Thomas J. Murray, Director, Capitol Plaza, 8th Fl., 240 West State St., 08608, Area Code 609 Tel 989-2100, FTS 483-2100

NEW MEXICO

Albuquerque—William E. Dwyer, Director, 517 Gold, S.W., Suite 4303, 87102, Area Code 505 Tel 766-2386, FTE 474-2386

NEW YORK

Buffalo—Robert F. Magee, Director, 1312 Federal Building, 111 West Huron Street 14202, Area Code 716 Tel 846-4191, FTS 437-4191

• **Rochester**—121 East Avenue, 14604, Area code 716 Tel 263-6480, FTS 963-6480

New York—Milton Eaton, Director, Room 3718, Federal Office Building, 26 Federal Plaza, Foley Square 10278, Area Code 212 Tel 264-0634, FTS 264-0600

NORTH CAROLINA

* **Greensboro**—Joel B. New, Director, 203 Federal Building, 324 West Market Street, P.O. Box 1950 27402, Area Code 919 Tel 378-5345, FTS 699-5345

NORTH DAKOTA

Serviced by Omaha District Office

OHIO

* **Cincinnati**—Gordon B. Thomas, Director, 9504 Federal Office Building, 550 Main Street 45202, Area Code 513 Tel 684-2944, FTS 684-2944

Cleveland—Zelda W. Milner, Director, Room 600, 666 Euclid Avenue 44114, Area Code 216 Tel 522-4750, FTS 942-4750

OKLAHOMA

Oklahoma City—Ronald L. Wilson, Director, 4024 Lincoln Boulevard 73105, Area Code 405 Tel 231-5302, FTS 736-5302

• **Tulsa**—440 S. Houston Street, 74127, Area Code 918 Tel. 581-7650 FTS 745-7650

OREGON

Portland—Lloyd R. Porter, Director, Room 618, 1220 S.W. 3rd Avenue 97204, Area Code 503 Tel 221-3001, FTS 423-3001

PENNSYLVANIA

Philadelphia—Robert E. Kistler, Director, 9448 Federal Building, 600 Arch Street 19106 Area Code 215 Tel 597-2866, FTS 597-2866

Pittsburgh—William M. Bradley, Director, 2002 Federal Building, 1000 Liberty Avenue 15222, Area Code 412 Tel 644-2850, FTS 722-2850

PUERTO RICO

San Juan (Hato Rey)—J. Enrique Vilella, Director, Room 659-Federal Building 00918, Area Code 809 Tel 753-4555, Ext. 555, FTS 8-809-753-4555

RHODE ISLAND

• **Providence (Boston, Massachusetts District)**—7 Jackson Walkway 02903, Area Code 401 Tel. 528-5104, ext. 22, FTS 838-5104

SOUTH CAROLINA

Columbia—Johnny E. Brown, Director, Strom Thurmond Fed. Bldg., Suite 172, 1835 Assembly Street 29201 Area Code 803 Tel. 765-5345, FTS 677-5345

• **Charleston**—17 Lockwood Drive 29401, Area Code 803 Tel 724-4361, FTS 677-4361

SOUTH DAKOTA

Serviced by Omaha District Office

TENNESSEE

Nashville—Jim Charlet, Director, Suite 1427, One Commerce Place, 37239, Area Code 615 Tel. 251-5161, FTS 852-5161

• **Memphis**—3876 Central Ave., 38111, Area Code 901 Tel 521-4826, FTS 222-4826

TEXAS

* **Dallas**—C. Carmon Stiles, Director, Room 7A5, 1100 Commerce Street 75242 Area Code 214 Tel 767-0542, FTS 729-0542

• **Austin**—P.O. Box 12728, Capitol Station, 78711, Area Code 512 Tel 472-5059

Houston—Felicito C. Guerrero, Director, 2625 Federal Courthouse, 515 Rusk Street 77002, Area Code 713 Tel 229-2578, FTS 526-4578

UTAH

Salt Lake City—Stephen P. Smoot, Director, U.S. Courthouse, 350 S. Main Street 84101, Area Code 801 Tel 524-5116, FTS 588-5116

VERMONT

Serviced by Boston District Office

VIRGINIA

Richmond—Philip A. Ouzts, Director, 8010 Federal Bldg., 400 North 8th Street, 23240, Area Code 804 Tel 771-2246, FTS 925-2246

WASHINGTON

Seattle—C. Franklin Foster, Director, Room 706, Lake Union Building, 1700 Westlake Avenue North 98109, Area Code 206 Tel 442-5616, FTS 399-5615

• **Spokane**—P.O. Box 2170, 99210, Area Code 509 Tel 838-8202

WEST VIRGINIA

Charleston—Roger L. Fortner, Director, 3000 New Federal Building, 500 Quarrier Street 25301, Area Code 304 Tel 347-5123, FTS 930-5123

WISCONSIN

Milwaukee—Patrick A. Willis, Director Fed. Bldg., U.S. Courthouse, 517 E. Wisc. Ave., 53202, Area Code 414 Tel 291-3473, FTS 362-3473

WYOMING

Serviced by Denver District Office

*** Denotes Regional Office With Supervisory Regional Responsibilities**
• Denotes Trade Specialist at Post or Duty Station

Appendix C

Selected German Associations of Interest to American Exhibitors and Exporters

Listed below, with brief descriptions are some German trade or professional associations, offering a range of services useful to American exporters and exhibitors in German trade fairs:

1. ADM - Arbeitskreis Deutscher Marktforschungsinstitute e.V.
   Burgschmietstrasse 2
   D-8500 Nuernberg

   Phone: (0911) 3951
   Telex: 62 20 28

   This association has a membership of about 30 research firms whose activities include: market research, identification and analysis of consumer groups, product market tests, investigation and analysis of market segmentation, identification and analysis of distribution channels, market and sales promotional research, ads, radio and TV-spot tests, consumers' motivation research, consumers' behavioral research, EDP (electronic data processing) services, opinion polls, investigation and analysis of sales potentials, etc. A list with names and addresses of member firms is available upon request from the association.

2. Ausstellungs- und Messe-Ausschuss der
   Deutschen Wirtschaft e.V. - "AUMA"
   ("The German Council for Trade Fairs and Exhibitions")
   Lindenstrasse 8
   D-5000 Koeln 1

   Phone: (0221) 219091
   Telex: 88 81 507

   The "AUMA" coordinates and publicizes all West German trade fairs. AUMA publications available to American inquirers include biannual fair calendars giving dates, titles, location, themes, etc., of fairs within the Federal Republic of Germany, West Berlin, and elsewhere in Europe. General statistical information about German trade fairs is also available. AUMA also brings out a yearly calendar of foreign fairs called "Auma Kalender Ausland".

3. Bundesverband Deutscher Unternehmensberater BDU e.V.
Gotenstrasse 161
D-5300 Bonn 1

Phone: (0228) 379001
Telex: 88 69 494

The membership of this organization consists of over 200 hundred consulting firms which develop marketing strategies and advise on obtaining skilled personnel, particularly at the managerial level. A membership list complete with names and addresses can be obtained from the association.

4. Bundesverband der Dolmetscher und Uebersetzer e.V.
Ruedigerstrasse 79a
D-5300 Bonn 2

Phone: (0228) 345000

This is the headquarters organization of 10 regional associations of translators and interpreters. Members are professional translators and interpreters available for all types of translating and interpreting services. e.g., translating and certifying documents, simultaneous interpreting at conferences and meetings, and interpreting at trade fairs. A list with names and addresses of regional associations is available upon request.

5. Bundesverband Spedition and Lagerei (BSL)
Weberstrasse 77
D-5300 Bonn 2

Phone: (0228) 210095/97
Telex: 88 63 45

This is the headquarters organization of over a dozen regional trade associations of freight forwarders, with a total of about 5,000 member firms engaged in forwarding and storing of all types of freight. The "Spediteur-Adressbuch", in which the names and addresses of regional associations and their members are listed, is published by Deutscher Verkehrsverlag GmbH, Nordkanalstrasse 36, 2000 Hamburg 1.

6. Fachverband Messe und Ausstellungsbau e.V.
FAMAB
Berliner Strasse 26
D-4840 Rheda-Wiedenbrueck

Phone: (05242) 48484

Member firms of this association specialize in booth planning, design, and building, the organization and supervision of booth construction, the manufacture of module components and other equipment and parts for booth construction. The association publishes a directory called "FAMAB Mitglieder Portrait" containing detailed information on the special skills of its member firms.

7. Zentralausschuss der Werbewirtschaft e.V. (ZAW)
Villichgasse 17
D-5300 Bonn 2

Phone: (0228) 351025
Telex: 885608

This is the headquarters organization of over 40 member associations within the advertising industry. Member firms of these associations specialize in practically all types of advertising: TV, press, radio, calendars, direct mail, etc. Names and addresses of member associations with reference to the activities, can be obtained directly from this organization.

8. Further skill groups are listed in the "M & A Kalendar", a calendar of fairs and exhibitions, published twice a year in June and December by:

Messe- und Ausstellungs-
Kontor Otto Mueller
Grosse Eschenheimer Strasse 16
D-6000 Frankfurt/Main

Phone: (069) 281030
Telex: 41 16 99